

UF Graphic Design Project in Mexico

Maria Rogal (Art and Art History) had a Fulbright in Yucatán, Mexico during the 2006–07 academic year. In spring 2007, her students in the UF graphic design studio (“Mint”) and colleague Doug Barrett traveled to Mexico to work on a project with a cooperative of honey farmers in the southern part of the state, near the archeological site of Uxmal. Their project was to design honey labels for the Lol-Bal Ché honey cooperative in Santa Elena.

The cooperative of 40 honey farmers just finished building a new processing and bottling factory with government grants. Now the cooperative is preparing to bring their honey directly to market. They hope to export their product to Europe and the U.S. in the near future.

The objective of the graphic design students was to design labels that are modern, sophisticated, and culturally responsible. In conversation with their clients, they decided to share labels with potential consumers for feedback by conducting a survey that gave them information on how to make their designs more culturally appropriate. All the labels are bilingual (English and Spanish). Images of the labels are located online at: http://mintinmexico.ufdesigners.com/honey_june07/.



▲ Students observing the honey harvest at Santa Elena, Yucatán.