

## **Abstract**

Brand, Vanessa B, Fajardo Rosa Beth T, Herald, Margie C, Ojo, Vergie P. 2013. "Art Design in Cake Decoration: Its Aesthetic Appeal". Mariners' Polytechnic College, Panganiban Drive, Naga City.

Key Word: Cake Decoration

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This study sought to know the different types of icing or frosting that are being used by local bakeshops. It studied the effects of aesthetic appearance of cake along: a) design b) texture c) color d) appearance and methods or technique to improve cake decoration along: a) Technology b) Manual Method and c) Research.

The study used descriptive research design. It used interview and questionnaire to gather data from 5 popular bakeshops in Naga City. Statistical tools was used to arrive at a reliable and valid data and interpretation.

The study found out that in cake decoration, baker should focus in production cake that taste as good as they look. Using the different types of frosting and garnishes to create attractive designs should be considered. The type of icing to use must blend with the type of cake being prepared. Icing or frostings are definitely a factor. Art design of cake is a way to communicate to the customer or buyer. It helps consumer to assess the product on aesthetic or symbolic motives. In innovating the cake product more by using the new technology, upgrading their knowledge and skills is important in order to generate and produce more products in an easy way.

Since the cake industry uses different icing for their products, it is recommended that cake decorator must use the best and fresh ingredient to achieve the best result. The fresher the icing, the better the consistency and the firmer the decoration will be. Baker should also apply innovation with their products. To impress their costumer or client, they need to produce perfect icing. The type of icing to be used must

blend with the type of cake being prepared. Bakeshop owners must focus on producing high quality cakes as well as designs. They need to consider what customers want and think of something new to satisfy even the unstated expectations of the customers that will lead on its retention and patronization of the products. Making art design on cakes should be understandable and motif must be appropriate on the occasion it will be presented or used. Bakeshop owners must consider the wants of the customers or the target market; the desired design, texture, color. And appearance in producing cakes. It should also suit on the occasions. It should also suit on the occasions. It should ensure that the cake represent something related to the occasions or celebrator. The cake decorators or bakers should give a lot of effort to the decorations of the cake, it is also important that each cake created should not only taste delicious, but should also look stunning that will add in making every occasions more memorable and fun. Good impression of customers to the product can build a good reputation to the bakeshop.