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Visual element analysis in the packaging design of the Ataraksia Horror Series perfume using Gillian Rose's visual approach

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ABSTRACT

This study analyzes the visual elements of the Ataraksia Series Horor perfume packaging design, specifically the Peri Gandhamayit and Sanggar Hantu Laut variants, using Gillian Rose's framework of visual analysis (composition, modality, codes, and regime of truth). This qualitative approach aims to understand how elements such as dark colors, sharp serif typography, surreal illustrations, and symmetrical layouts interact to form a horror aesthetic, influence consumer perception, and build a strong brand identity. Primary data were collected through photographic documentation of the packaging and were analyzed descriptively and interpretively. The findings reveal that composition and modality create distorted visual horror narratives. Code analysis uncovers inspirations from local mythology (site of production) and the emotional responses of a gothic niche audience (site of audiencing). The regime of truth reinforces the brand's claim as a mystical cultural artifact that transcends mere fragrance. These findings offer theoretical implications for visual semiotics and practical implications for perfume design strategies.

Keywords: packaging design; visual analysis; brand identity; horror theme; niche perfume.

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1. INTRODUCTION

In today's competitive market, packaging design has gone beyond its primary function as a physical container. Packaging now serves as a "silent salesperson" and a vital marketing tool that attracts consumer attention and builds a distinctive brand identity (Lubis, 2023). Its protective function is complemented by the capacity to communicate the essence of the brand, trigger purchase interest, and substantially increase sales. The visual design of packaging significantly influences consumer perceptions of product quality and value and has the potential to drive impulsive purchasing decisions (Lubis, 2023). The perfume industry, in particular, relies heavily on the visual appeal of packaging, making it a key narrator that communicates brand character and values in an intensely competitive environment. Packaging design plays a central role in marketing strategies, fundamentally shaping brand image and significantly influencing consumer purchasing decisions (Prameswari et al., 2021; Lubis, 2023).

This study focuses on the visual design of the Ataraksia Series Horror II perfume packaging, with specific case studies on the 'Peri Gandhamayit' and 'Sanggar Hantu Laut' variants. These research objects were selected based on their strong and thematic visual representations, which are believed to create deep meaning through their design elements. Visually appealing packaging not only enhances the intrinsic appeal of the product, but also serves as an essential differentiator in an increasingly competitive market (Lubis, 2023). Packaging has transformed from a functional container to a key communication platform between products and consumers, often serving as the most persuasive and memorable first point of contact (Velykytė, 2023). The primary objective of this study is to comprehensively analyze the visual elements (including color, typography, illustration, and layout) of perfume packaging design using Gillian Rose's visual analysis framework. Through this approach, this study seeks to understand how these visual elements interact synergistically to create meaning, influence consumer perception, and ultimately form a unique and cohesive brand identity. Theoretically, this study is expected to enrich the literature on the application of Gillian Rose's visual analysis in the context of product design and marketing, particularly in the formation of brand meaning and identity through packaging design. The practical implications of this study are expected to provide strategic insights for designers and marketers in the perfume industry regarding packaging design that is not only aesthetically pleasing but also functional in effectively communicating the brand narrative.

2. METHODOLOGY

This study adopted a qualitative approach with visual analysis methods using Gillian Rose's framework (Aulia, 2022). A qualitative approach was chosen to enable an in-depth exploration of the meaning, symbolism, and subjective interpretations contained in packaging design, which cannot be measured quantitatively. Visual analysis focuses on deconstructing visual elements to understand how they are produced, represented, and interpreted in a particular context. Visual elements such as color, shape, typography, and illustrations work holistically to convey the brand message and attract consumer attention (Shen, 2014; Triyadi, 2021). Color is a fundamental element in visual communication design, often perceived primarily before the form is recognized (Listya, 2018). The right choice of colors can evoke specific emotions and cultural and psychological associations in consumers, which in turn influences their perception of the product (Lubis, 2023). Typography: As the art of selecting and arranging letters, typography significantly impacts packaging design (Lubis, 2023). The typeface used can reflect the brand's character and influence the readability and interpretation of the message being conveyed to consumers. Illustrations and Images: Illustrations and images on packaging add a rich visual dimension, implicitly communicating the benefits of the product and reinforcing a cohesive brand narrative (Vyas & Bhuvanesh, 2015).

These visuals are often the primary means of building emotional appeal and engaging in brand storytelling. Layout: The structure and arrangement of design elements on packaging are critical for attracting consumer attention and enhancing brand recognition. An effective layout creates a harmonious and structured appearance, guides consumers' eyes through product information, and highlights key

features (Velykytė, 2023). A good layout also contributes to a strong visual impression and enhances brand recall (Triyadi, 2021). Beyond visual aesthetics, packaging design must consider comprehensive functional and strategic factors. This includes product safety, production cost efficiency, clarity of brand communication, consistent visual aesthetics, cohesive brand identity, honesty of information conveyed (Lubis, 2023), ergonomics that ensure the packaging is easy for consumers to use and sustainability through the use of environmentally friendly and recyclable materials. Rose (2016) presents a comprehensive visual analysis framework consisting of three main approaches: composition, modality, and code.

This framework allows for the deconstruction of visual elements to reveal underlying ideologies and values. Composition: This focuses on how visual elements are arranged in an image or design, including the layout, color, shape, and spatial relationships between elements (Rose, 2016). Modality: Considers how an image or design presents reality or claims truth, that is, how 'real' or 'abstract' a visual is presented (Rose, 2016). Code: Involves interpreting the cultural and social meanings contained in an image or design, which are understood through the social context and visual conventions (Rose, 2016). Code analysis is expanded into three 'sites': Site of Production: Refers to the context in which the image was created, including the producer's intentions, the techniques used, and the conditions of production (Maduri, 2021). Site of the Image Itself: Focuses on the internal characteristics of the image and how it represents something (Maduri, 2021). Site of Audiencing: Analyzes how audiences interpret and interact with images, including their cultural backgrounds and experiences (Maduri, 2021).

Regime of Truth: This concept helps us understand how truth and knowledge are constructed and represented through visuals, and how these representations are accepted as 'truth' by audiences in specific cultural contexts (Rose, 2016). The collected data were analyzed using descriptive interpretative techniques. A descriptive approach was used to describe the visual elements found on the packaging. An interpretive approach was used to analyze implied meanings, identify dominant visual themes and patterns of representation, and relate them to Gillian Rose's theoretical framework and relevant cultural contexts.

3. RESULT AND DISCUSSION

This section presents the findings of an analysis of two perfume packaging designs from the Ataraksia Horror Series, namely 'Peri Gandhamayit' and 'Sanggar Hantu Laut', which were analyzed using Gillian Rose's visual analysis framework. This approach aligns with the perspective that perfume advertisements play a role in building brand image and emotional experiences through multimodal visual elements. Charles Sanders Peirce's semiotic theory is used to interpret how visual elements function as signs that convey meaning and reinforce brand image. Rose's framework guides the identification and interpretation of these visual signs, revealing how each sign (icon, index, symbol) conveys horror messages denotatively and connotatively. Further analysis explores how the combination of elements creates an immersive sensory experience and triggers specific emotional responses, considering the interaction between visual elements and cultural context in influencing consumer interpretation.

3.1 Description Semiotic Analysis Horror Theme Parfum Product

Peri Gandhamayit: This packaging predominantly features an illustration of a long-haired woman covering her face, creating an impression of mystery and deep fear. The color palette is dominated by black and gray, with red accents that reinforce the dramatic and mystical feel. The typography used is a sharp serif font with full capitalization, which adds a classic yet eerie feel, in line with the horror theme. These typographic characteristics, combined with the illustration, effectively communicate a gripping and enigmatic visual narrative, in line with the principles of visual semiotics that emphasize the role of signs in shaping meaning. See Figure 1 and Table 1

Figure 1. visual elements on the packaging of "peri gandhamayit"

Table 1. Semiotic Visual elements on the packaging of "peri gandhamayit"

Visual Element	Description	Denotative Interpretation	Connotative Interpretation (Signification)
Woman Illustration	Long-haired woman covering her face, with a gap revealing intense eyes.	An image of a woman with a hidden expression.	Index of unspoken cruelty/suffering. Symbol of vulnerability and threat. Indicates psychological horror where fear stems from hidden internal conditions (Anggraheni et al., 2024).
Color	Dominance of black and gray colors.	Shades of darkness and absence.	Represents mystery, death, and the supernatural dimension surrounding the horror narrative (Anggraheni et al., 2024).
Color Accent	Prominent red accent.	Red color as a visual marker.	Index of warning or threat. Symbol associated with blood or danger.
Typography	Sharp serif typography with full capitalization on the product name.	Formal and assertive letters.	Index of formality and eeriness. Symbol referencing ancient inscriptions or classic horror literature, reinforcing the mysterious nuance. Functions as a semiotic marker that directs the interpretation of the product as an eternal entity with a dark history (Darma, 2009; Nafis & Fauziyah, 2025).
Overall Design	Integration of illustration elements, color, and typography.	Dark-themed perfume product packaging.	Creates a cohesive visual narrative that stimulates imagination with associations of scary stories and local legends (Luniar & Febriana, 2022; Nafis & Fauziyah, 2025). Builds a complex horror image that triggers curiosity and fear. This approach aligns with the importance of visual appearance and strong aroma in attracting consumer interest (Suwardi et al., 2025).

Sanggar Hantu Laut: This packaging design features an illustration of an old building jutting out into the sea, surrounded by eerie maritime elements and a gloomy atmosphere. The dominant colors are dark blue and moss green, depicting the dark and mystical depths of the sea. Consistent with the brand's horror identity, the typography used is also a sharp serif typeface, giving a classic and mysterious impression. This not only builds an emotional and imaginative brand image, but also serves as a short narrative that arouses curiosity and leaves a deep impression. A semiotic analysis of the "Sanggar Hantu Laut" packaging will explain how these elements function as visual markers that denotatively represent maritime objects and old buildings, and connotatively evoke associations with local myths, loneliness, and threats from unknown depths. See Figure 2 and Table 2

Figure 2. visual elements on the packaging of "peri gandhamayit"

Table 2. Semiotic Visual elements on the packaging of "Sanggar Hantu Laut"

Visual Element	Description	Denotative Interpretation	Connotative Interpretation (Signification)
Illustration & Motifs	Illustration of an old building and maritime elements (sea, ship, or lighthouse).	Image of maritime objects and old architecture.	Signifier that evokes associations with local myths, loneliness, and the threat from the unknown depths (Anggraini et al., 2019).
Color	Use of dark colors (dark blue, black, gray).	Dull and dim colors.	Creates a gloomy, mysterious, and tense atmosphere, reinforcing the horror nuance with a maritime theme.
Typography	Specific typography (style relevant to maritime or horror themes).	Letters used to write the brand/product name.	Communicates a strong and consistent brand identity, helping product differentiation.
Overall Design & Narrative	Strategic combination of dark colors, dramatic illustrations, and typography.	Packaging with a sea horror theme.	Creates a cohesive horror narrative to strengthen the brand experience (Celhay & Remaud, 2017; Wen & Harun, 2025). Serves as a narrative medium that communicates brand values and builds an emotional bond through visual language (Firdaus & Fauzi, 2024). As a "silent salesman," this appealing packaging can enhance competitiveness and influence purchasing decisions (Hanifawati et al., 2015), where brand experience mediates the impact of visuals on purchase intention (Liu et al., 2025).
Visual Element	Description	Denotative Interpretation	Connotative Interpretation (Signification)

The conclusion from the two semiotic discussions in the two tables is as follows: From the analysis that has been carried out, it can be concluded that the two Ataraksia Series Horror II perfume packages successfully communicate the horror theme through the use of consistent and strategic visual elements. The use of harmonious colors, typography, and composition creates a strong visual narrative, triggering deep emotional and cognitive associations related to the horror genre. Thus, packaging design not only functions as a protective container for the product, but also as an effective communication medium to convey the essence of the brand and attract consumer attention. Through the careful integration of semiotic elements, this packaging is able to arouse curiosity and build a strong brand image, even before consumers interact directly with the product.

3.2 Visual composition Analysis Horror Theme Parfum Product

Compositional analysis describes how visual elements are arranged on both packages, contributing to their structure and visual appeal. There is a relationship between the visual form of the packaging and the horror theme promoted by the Ataraksia series. This visual balance, while formal, effectively creates tension that contrasts with the horror narrative, inviting the audience to explore further hidden meanings. The importance of this symmetrical layout is not limited to visual aesthetics but also functions as a psychological foundation that subtly prepares consumers for the horror experience, creating a deep and layered visual narrative by integrating the results of semiotic analysis to support the interpretation of meaning in packaging with several modalities in Gillian Rose's visual analysis. This analysis will further discuss how each modality, such as compositional modality and semiotic modality, synergistically contributes to shaping visual perception and product brand narrative. This approach allows for a more comprehensive understanding of how packaging design elements collectively convey complex brand messages and evoke specific emotional responses in consumers.

Layout: Both packages show a tendency toward symmetrical layout. This symmetry creates a formal, structured, and balanced impression, which paradoxically can reinforce a sense of calm before entering the horror indicated (Rose, 2016). The placement of the main object in the center (the woman in 'Peri Gandhamayit', the building in 'Sanggar Hantu Laut') serves as a strong visual focal point. Negative Space: The use of negative space on both packaging is quite judicious and effective. This gives an elegant, minimalist impression and allows key elements such as illustrations and perfume names to stand out and attract visual focus without feeling cramped (Velykytė, 2023). This empty space also allows the audience to process visual information more easily. Visual Hierarchy: The visual hierarchy is well organized, placing the illustration as the most prominent element that draws the eye first. The illustration is followed by the perfume name, which is strategically placed, and then the smaller Ataraksia Series Horor II logo or brand name. This hierarchy is effective in directing the consumer's gaze and emphasizing the visual narrative that is being conveyed. See Table 3

Table 3. Analysis of Composition Elements in Both Perfume Packaging Designs

Composition Aspect	General Description & Function	Application on Peri Gandhamayit	Application on Sanggar Hantu Laut	Meaning Implication & Psychological Effect
Layout	Arranging element positions to create balance and guide the viewer's gaze. Symmetrical tendency formal and structured impression.	Symmetrical with the female figure as the central focal point.	Symmetrical with the building (shrine/studio) as the central focal point.	Creates a balanced, controlled, and formal impression. The symmetry builds a paradoxical contrast with the horror theme, which increases tension and curiosity.
Negative Space	Empty area intentionally designed to give "breathing room" for visual elements and information.	Quite abundant around the figure illustration.	Quite abundant around the building illustration.	Results in a minimalist and elegant aesthetic, preventing visual clutter. Allows full focus on the main narrative illustration and facilitates information processing.
Visual Hierarchy	Ordering the importance of elements to guide the consumer's reading flow and attention systematically.	1. Figure Illustration2. Perfume Name3. Logo/Brand Name	1. Building Illustration2. Perfume Name3. Logo/Brand Name	Highly effective in guiding the eye. Illustration as the primary draw, directly conveying the story/ambiance. The perfume name strengthens identity, and the smaller brand placement shows confidence in the visual narrative's power.

3.3 Visual Modality Analysis Horror Theme Both Parfum Product

The modality analysis examines how each packaging design shapes a constructed horror reality and generates specific visual impacts. Both designs achieve a convincing sense of realism through meticulous illustration, while simultaneously incorporating surreal elements that disrupt that realism (Rose, 2016). This fusion produces an immersive dreamlike or nightmarish atmosphere that aligns strongly with the visual language of the horror genre (Nugraheni, 2023). The precise visual detailing strengthens the viewer's trust in the scene, whereas the surreal manipulations introduce unease, ambiguity, and mystery. Peri Gandhamayit: The depiction of the long-haired female figure realistic in its execution creates tension and mystery primarily because her face is hidden. This concealment encourages interpretations tied to psychological fear or supernatural presence, crafting a reality that is intentionally ambiguous and reliant on the viewer's imaginative engagement. Sanggar Hantu Laut: The portrayal of the old structure, portrayed with evocative elements such as weathering and decay, reframes the scene into a darker, more fantastical version of reality. The shadowy ocean and turbulent waves reinforce feelings of instability and threat, symbolizing the overwhelming power of nature. Rather than presenting an objective and familiar world, both designs construct altered and stylized realities shaped by horror-driven aesthetics and fantastical cues. Such distortions play a key role in creating a distinctive sensory and narrative experience, drawing consumers into the brand's imagined universe. See Table 4

Table 4. Analysis of Composition Elements in Both Perfume Packaging Designs

Aspect	Peri Gandhamayit	Sanggar Hantu Laut	Horror Reality & Visual Mechanism Implications
Level of Illustration Realism	The anatomical details (hair, body) and the depiction of water are rendered with deliberate precision.	The architectural elements of the old building and maritime components such as waves are illustrated with intentional detail.	These foundations create a believable visual framework that makes subsequent surreal distortions feel more unsettling and impactful.
Surreal Elements	The hidden face creates an unnatural focal point, while the floating, contorted body positions intensify the sense of unease.	The amplified color palette and mystical glow around the structure heighten the sense of otherworldliness.	These distortions break the stability of the initial realism, generating uncertainty, discomfort, and a dark dreamlike atmosphere.
Primary Visual Effects & Atmosphere	The horror emerges from what remains unseen, encouraging a psychological response based on ambiguity and implied presence.	The fear stems from the setting itself, emphasizing an environment that appears overwhelmed by uncontrollable natural and supernatural forces.	Each visual approach strengthens the emotional and psychological dimensions of horror by inviting viewers into a distinct imaginative narrative space.
Constructed Representation of Reality	The design intentionally conceals key visual truths to prompt viewers to form their own interpretations of psychological or supernatural disturbances.	Familiar elements are deliberately altered to appear darker, more ancient, and influenced by unknown forces.	The resulting imagery is not an objective reality, but a purposely altered one that enhances immersion through horror aesthetics.

3.4 Visual Modality Analysis Visual Code Both Parfum Product

Code analysis through Rose's three 'sites' reveals the cultural and social meanings embedded in packaging design, as well as how these meanings are interpreted by the audience (Maduri, 2021). There are three sites in the visual analysis framework described in the methodology used by Gillian Rose: the site of production, the site of the image itself, and the site of audiencing, which explain the meanings and codes contained in the perfume. The following table shows the three sites. See Table 5

Table 5. Comparative Code Analysis of Perfume Packaging Designs

Aspect of Analysis (Rose's Three Sites)	Peri Gandhamayit	Sanggar Hantu Laut	Interpretation of Codes & Shared Meaning
SITE OF PRODUCTION (Context of Creation)	Inspiration Context: Urban legends and Indonesian local mythology; the "Peri" figure and themes of death. Visual Technique: Digital illustration in dark art/gothic style. Product Presentation: Photographed on red velvet fabric.	Inspiration Context: Maritime myths and Indonesian coastal folklore. Visual Technique: Digital illustration in dark art and surrealism style. Product Presentation: Photographed on red velvet fabric.	Reveals a culturally conscious production strategy: localizing horror themes through Indonesian folklore, supported by niche aesthetics (dark art). The red velvet staging creates a luxury–mystic paradox that elevates the product's perceived value.
SITE OF THE IMAGE ITSELF (Codes within the Image)	Composition: A central female figure surrounded by organic or curved architectural elements. Color: Dominantly black, gray, white with contrasting red accents. Typography: Classic white serif. Visual Narrative: Dangerous allure and unresolved mystery.	Composition: A robed female figure in a wild maritime landscape (waves, rocks, cliffs), holding a glowing object. Color: Dominantly dark blue, deep green, black with faded white accents. Visual Narrative: Solitude, uncontrollable natural forces, deep-sea mystery.	Builds different horror narratives using visual elements. Peri Gandhamayit emphasizes psychological and intimate horror, while Sanggar Hantu Laut explores environmental and cosmic horror. Both employ dark palettes, dramatic contrasts, and classic typography to encode an elegant, traditional horror aesthetic.
SITE OF AUDIENCING (Audience Interpretation)	Target Audience: Niche perfume enthusiasts, gothic communities, horror fans, and local mythology admirers. Interpretation: A bold identity symbol; a mystical visual and emotional experience. Expected Emotional Response: Curiosity, tension, and attraction to the supernatural.	Target Audience: Niche horror-themed perfume collectors, maritime myth enthusiasts, gothic/dark aesthetic communities. Interpretation: A piece of visual art; an immersive narrative experience. Expected Emotional Response: Pleasurable fear, curiosity, and desire to explore the story.	Shows that the product extends beyond functional utility (perfume). It is consumed as a cultural object offering identity expression and narrative experience. The audience is invited to engage emotionally and imaginatively, making the purchase an act of aesthetic and personal exploration.

The findings from the analysis of composition, modality, code, and regime of truth synergistically demonstrate how the visual elements on the Ataraksia Series Horor perfume packaging successfully construct a complex and cohesive horror meaning and identity. This packaging design does not merely serve an aesthetic appeal but also functions as a powerful narrator that communicates brand values.

Synthesis of Findings: The visual elements on both packages, 'Peri Gandhamayit' and 'Sanggar Hantu Laut', work in harmony to communicate a strong horror theme. The symmetrical composition and use of negative space create a formal and elegant impression, which contrasts with the surrealist modality in the illustrations, effectively triggering a tense and immersive experience. The code analysis reveals deep cultural roots and audience interpretations, while the 'regime of truth' shows how the brand's horror claims are validated and accepted as authentic through visuals and cultural references.

Design Implications: This packaging design serves as a successful example of how horror themes can be communicated effectively through a combination of illustrations of ghostly figures or haunted buildings, a moody dark color palette, and sharp, classic typography. The use of these visual elements is not merely decorative but functional in building a strong brand atmosphere and narrative, differentiating the product in a competitive market (Srivastava et al., 2022).

The Role of Gillian Rose's Approach: Gillian Rose's approach, through the analysis of the site of production, the image itself, audiencing, and regime of truth, proves highly useful in uncovering the layers of ideology, values, and audience interpretations embedded in the packaging design (Maduri, 2021). This

allows for a deeper understanding of how visuals not only represent but also construct meaning, and how this meaning resonates with the target audience.

Significance of Visual Communication: Packaging functions as a powerful communication medium between the brand and the consumer (Maduri, 2021). For the Ataraksia Series Horor II, the packaging not only enhances product appeal but also effectively builds a strong brand image and creates an unforgettable experience that transcends the basic function of perfume (Triyadi, 2021). An attractive and informative label design is key in this process (Maduri, 2021). Gothic typography evokes classic horror associations (Nugraheni, 2023), and dark art or surrealist illustrations create a powerful and captivating visual.

4. CONCLUSION

This study aims to analyze the visual elements in the packaging design of Ataraksia Series Horror perfumes using Gillian Rose's visual analysis framework to understand the formation of meaning and brand identity. Through an in-depth analysis of 'Peri Gandhamayit' and 'Sanggar Hantu Laut', it can be concluded that the visual elements in the perfume packaging successfully create an immersive horror experience and build complex meaning and brand identity. This success is achieved through a combination of carefully selected visual elements (symmetrical composition, dark colors, sharp serif typography, surreal illustrations), a cohesive artistic style, and relevant cultural references, all of which are woven into a powerful horror narrative.

Theoretically, this study affirms the importance of in-depth visual analysis, particularly using Gillian Rose's framework, as an effective methodological tool for understanding the construction of meaning and identity through packaging design. This approach allows researchers to go beyond surface descriptions and identify layers of ideology, production context, internal representation of images, and audience interpretations that shape brand perception.

The practical implications of this study are significant for designers and marketers. These findings show that strategic packaging design can serve as a powerful brand communication tool. Designers can use these insights to develop more effective and culturally relevant packaging design strategies, particularly in creating strong brand narratives that resonate with target audiences, not only in the perfume industry but also in other product sectors that wish to convey complex narratives.

This study has several limitations, including the limited sample of products to only two variants in one perfume series, thus limiting generalizability. In addition, this study focused on a qualitative visual approach, without including quantitative analysis of consumer perceptions. For future research, it is recommended to add quantitative analysis of consumer perceptions through surveys or focus groups to validate the qualitative findings. Comparative studies with perfume products from competing genres or brands could also provide a broader understanding of how visual elements operate in a larger market context.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

MWA contributed to this study by developing the main research concept, formulating the analytical focus, and selecting Gillian Rose's visual analysis framework as the methodological foundation. The author carried out the core visual examination of the *Peri Gandhamayit* and *Sanggar Hantu Laut* packaging designs,

interpreting their visual elements, cultural references, and narrative construction. AS prepared the initial manuscript, organized the visual data, and refined the writing to ensure clarity, consistency, and analytical coherence. Throughout the process, the author validated the alignment between theoretical approaches and findings, ensuring that the conclusions accurately represented the results of the study.

Disclosure Statement

No potential conflict of interest was reported by the author(s).

Data Availability Statement

The data presented in this study are available upon request from the corresponding author for privacy.

Notes on Contributors

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