

GROUND POLLUTION



Properties list:

- information about content
- packaging as a new medium
- information accessibility
- single product
- extra-use of packaging
- new product
- saucers and seasonings
- labels and sleeves
- bottle
- glass and ceramics
- cardboard and paper
- identity by typography
- opaque
- unusual visual association
- end-user packaging
- identity by illustration
- identity by abstract shapes

Olive oil packaging. Since pollution is a huge problem and it also affects agriculture, the packaging behaves like the products to be sold are all those chemical polluting substances that are bad not only for the environment, but also for the health. In fact the skeleton illustration reminds of something dead, so that whoever looks at the packaging feels worried and is encouraged to be more conscious of this problem. On both the shopping bag and the bottle there are provocative sentences and words that attract the attention of the consumer.

Reference: <http://labdi.uqam.ca/packaging/>

Credits:

Country: Canada

Year: 2007

School: UQAM Universit  du Qu bec   Montr al (Montr al, Canada)

Course: Graphic Design (DES4211)

Professor: Sylvain Allard

Student: Jimmy Pelchat

Other images: