

GROUND POLLUTION



Properties list:

information about content
packaging as a new medium
information accessibility
single product
extra-use of packaging
new product
sauces 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)

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Other images: