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 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 UniversitÃ" du Québec à Montréal (Montréal, Canada)

Course: Graphic Design (DES4211)

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