

OBESITY PACKAGING



Properties list:

packaging as a new medium
end-user packaging
single product
extra-use of packaging
concept
snacks
opening and closure systems
tube
cardboard and paper
contemporary
translucent
identity by shape
identity by typography
information about content

In order to get consumers attention regarding obesity, the packaging design for the low fat potato chips is based on the concept of a measuring tape. Moreover the message is reinforced during the interaction with the packaging.

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

Credits:

Country: Canada

Year: 2007

Course: Graphic Design (DES 4211)

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Other images: