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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Student: Vanessa Caron

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