

OBESITY AND TRANSPARENCY



Properties list:

- end-user packaging
- range of products
- extra-use of packaging
- concept
- shopping bag
- clamshell
- confectionery and sweetness
- plastics
- minimal
- identity by typography
- transparent
- packaging as a new medium

In fast food chains, there is not much information about the product published on the packaging. The purpose of this project is to inform the consumers about what they consume. Transparency, which is the central idea of this project, is synonymous with truth; the bag and the containers are transparent allowing direct access to information and making the consumer aware of the calories in the bag.

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

Credits:

Year: 2007

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

Course: Graphic Design (DES4211)

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Other images: