DOSI QUOTIDIANE

Properties list:

packaging as a new medium
information about content
information accessibility
end-user packaging
system of graphical components
extra-use of packaging
concept
fruit and vegetables
labels and sleeves
cardboard and paper
medical
contemporary
unusual visual association
identity by modular structure
identity by system of colour
identity by colour

The project DOSI QUOTIDIANE (DAILY DOSES) aims to bring the consumer nearer to a varied and conscious diet, where fruits and vegetables plays a determinant role. But in this field there's a lack of information and the package can wide its function of informative device. The designed packaging system allows the consumer to interact visually with the co ntainer through chromatic and verbal elements, which are highlighted by means of simple and modular shapes, for a better understanding of oneself needs.

Reference:

Credits:

Country: Italy
Year: 2008
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio Project 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Chiara Diana

Student: Giuliana Catapano

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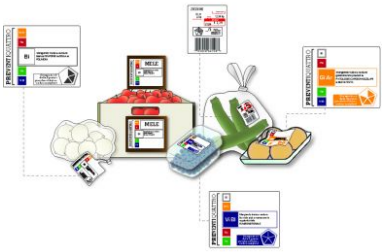

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