

MINUTE MAID



Properties list:

- unit dose packaging
- ready to use
- information about content
- information accessibility
- kids
- end-user packaging
- concept
- range of products
- juices
- folding carton
- other materials
- cardboard and paper
- unusual visual association
- identity by shape

Not in production. This is a graduate work of a student from Portfolio Center, Atlanta. This project is targeted for seven-year-old kids, and for their lunch pause. Putting round things into square packages: the idea of a cube is think for the way how it fits in a lunch box and how its small size suggests the notion of portion control. The designer incorporated the leaf that you pull up to put the straw in; easy and friendly solution. She also added a fruit-specific skin pattern to each box. The striations on the skin of the apple, the pores on the skin of an orange, etc. A nice, closely-observed detail.

Reference: <http://www.globalpackagegallery.com>

Credits:

Country: USA

Year: 2007

Designer: Claire Courtade

Other images: