

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-specic 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: