AMETRICA!



Properties list:

packaging as a new medium end-user packaging range of products extra-use of packaging concept sachet cardboard and paper contemporary unusual visual association identity by typography

In her last year at SVA, Wang drew together her diverse experiences ? cultural, social, and ac ademic ? to come up with what later seemed an inevitable thesis. Ametrica! is a cheeky but he lpful campaign to convince the United States to join the rest of the world in converting to the metric system. It won an Adobe Design Achievement Award (ADAA) in the Environmental Design and Packaging category. The classic U.S. shopping bag is spending a graph composed by text only, which emphasized the opportunities for more common content, with regard to their quantification by the metric system to allow easy understanding of the relationship.

Reference: http://www.swiss-miss.com/2007/10/ametrica.html, http://www.adobe.com/education/adaa/students/wang.html

Credits:

Country: United States of America **Year:** 2007 **School:** School of Visual Arts (NY, USA)

Course: MFA Designer As Author

Designer/Student: Amy Wang

Awards: Adobe Design Achievement Awards

Other images: