MILK CARTON REDESIGN

Properties list:
end-user packaging
concept
milk
gable top
polylaminated
contemporary
identity by system of colour
identity by abstract shapes
range of products

Experiment in form, function, and fun. The goal was to use a standard milk carton as the canvas to create a clean, modern, and functional design yet still approachable for the consumer.

Reference: http://www.davidfungonline.com

Credits:

Country: United States of America
Year: 2009

Student: David Fung

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