

HITCHCOCK NOVEL SET



Properties list:

identity by typography
collector packaging
end-user packaging
single product
concept
additional structural elements
books, movies and music
sachet
cardboard and paper
transgressive
contemporary
unusual structural association
identity by shape

This project is a book collection of novels that were made into movies by filmmaker Alfred Hitchcock. Taking the idea that these novels were the original screenplays to the film, they were designed and packaged to imitate a movie script format.

Reference: <http://sheldonghui.com/index.php?/projects/hitchcock-novel-set/>

Credits:

Country: Canada

Year: 2009

School: The Art Institute of Vancouver

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Other images:

