

DOWN UNDER



Properties list:

wine
bottle
glass and ceramics
transgressive
contemporary
unusual visual association
typographical texture
identity by system of colour
concept
range of products
end-user packaging
adults

For a range made to be sold mostly overseas, a playful, yet clean typographic approach was taken on the Australian cheekiness and playfulness. A range of four varieties and a carry bag was created, all in the same style. This brief was presented by AGDA (Australian Graphic Design Association) to selected students from New South Wales with the intention to see how one brief would be differently interpreted and executed by different designers.

Reference:

Credits:

Country: Australia

Year: 2010

Designer: Serhat Ferat

Other images: