

# DOWN UNDER

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## 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.

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## Reference:

## Credits:

**Country:** Australia

**Year:** 2010

**Designer:** Serhat Ferat

Other images: