

CÉRÉALES KILLERS



Properties list:

- end-user packaging
- range of products
- concept
- pasta, rice and grains
- folding carton
- cardboard and paper
- transgressive
- contemporary
- identity by typography
- illustrated character
- identity by system of colour

Realised in a Packaging class at UQAM in Montreal, those cereal boxes introduce a funny play on words. The use of illustration serves well the textual part of this work. In fact, adults or the ones big enough to read can appreciate the play on word while the youngest one can appreciate and identify themselves to those little rascals that the creator put on the boxes.

This project received the third place in the Young Package 2010 Contest dedicated to the packaging for sweets.

Reference: <http://packaginguqam.blogspot.com/2010/02/cereales-killers-anouk-perreault.html>

Credits:

Country: Canada

Year: 2010

School: UQAM Université du Québec à Montréal (Montréal, Canada)

Student: Anouk Perreault

Professor: Sylvain Allard

Other images:

