## **CÃ%RÃ%ALES 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 recieved 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 UniversitÃ" du Québec à Montréal (Montréal, Canada)

**Student:** Anouk Perreault **Professor:** Sylvain Allard

## Other images:

