

REMEDY



Properties list:

- new product
- range of products
- end-user packaging
- confectionery and sweetness
- chocolate
- additional structural elements
- folding carton
- bottle
- flacon
- plastics
- glass and ceramics
- cardboard and paper
- die cut
- identity by illustration
- unusual visual association
- identity by shape
- identity by system of colour
- identity by textures and patterns

From [Sierra Korthof Flickr](#) website:

"Class: Graphic Design 3 (final semester)

For this project we were directed to create a series of five box forms for either a product that already exists or one we created. I chose to create a line of Arab inspired hot chocolates. The idea behind the product is that the hot chocolate is infused with traditional plant remedies from the Arab world.

I chose to create this product because I am very interested in Arab culture and language. I am currently in my first semester of Arabic, and I thought this would be great opportunity to attempt to design a product that would appeal to two both Western and Arab culture. The identity is a combination of Arabic and English. The packaging, directions, explanations, and ingredients are also listed in both languages."

Reference: <http://www.flickr.com/photos/sierrakorthof/sets/72157603466075868/> , <http://packagingsoftheworld.blogspot.com/>

Credits:

Country: UK

Year: 2008

Designer: Sierra Korthof

Professor: Serina

Brekke

Other images:

