REMEDY



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

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 system of colour
identity by textures and patterns

Other images:













