

PESTICIDES



Properties list:

- information about use
- information about content
- packaging as a new medium
- end-user packaging
- information accessibility
- range of products
- new product
- homecare products
- plastics
- transparent
- unusual visual association
- identity by pictograms
- playful

By rubbing the illustration on the surface of the packaging range (french for brush-me) the customer gets information about the treatments of the fruit inside. The intention is to encourage people to clean the product carefully before eating.

Reference: <http://labdi.uqam.ca/packaging/>

Credits:

Year: 2007

School: UQAM Universit  du Qu bec   Montr al (Montr al, Canada)

Course: Graphic Design (DES4211)

Professor: Sylvain Allard

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Other images: