DOSI QUOTIDIANE



The project DOSI QUOTIDIANE (DAILY DOSES) aims to bring the consumer nearer to a varied and conscious diet, where fruits and vegetables plays a determinant role. But in this field there's a lack of information and the package can wide its function of informative device. The designed packaging system allows the consumer to interact visually with the container through chromatic and verbal elements, which are highlighted by means of simple and modular shapes, for a better understanding of oneself needs.

Properties list:

packaging as a new medium information about content information accessibility end-user packaging system of graphical components extra-use of packaging concept fruit and vegetables labels and sleeves cardboard and paper medical contemporary unusual visual association identity by modular structure identity by system of colour identity by colour

Reference:

Credits:

Country: Italy Year: 2008

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio Project 2008-2009, Communication Design Bachelor Degree

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Other images:



