

DOSI QUOTIDIANE



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

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.

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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