SOCIAL NETWORK MEDICINE

Properties list:
other non-food products
folding carton
cardboard and paper
transgressive
pharmaceutical
ironic
identity by typography
identity by system of colour
identity by abstract shapes
concept
extra-use of packaging
range of products
end-user packaging
packaging as a new medium

The theme of the exhibition of the final projects at the London College of Communication was "London College of Exhibitionists". This packaging is the result of Stanley Leung, s tudent of Graphics. The language he used is the same of pharmaceuticals products, but the names he chose are those of famous social networks, since people show their lives online. Instead of the medicine active principle, on the pack there are some ironic sentences like "Tumblr - bcus we knw yu cn't spll prprly".

Reference: http://blogs.arts.ac.uk/london-college-of-communication/2013/04/17/foundation-diploma-art-design-show/

Credits:

Country: UK
Year: 2013
School: London College of Communication

Student: Stanley Leung

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