



Packaging Redesign

For many brands packaging is the most important component of their image. For this assignment we were to walk through a drug store and choose a product whos packaging we thought could use some tweaking. Over the counter drug packaging is very similar between brands, I wanted to create a layout with far more white space than any of the competition as well as a system to differentiate between variations within that brand. The color bars became my idea for a variable, orange and blue signify 'day & night'; green, for instance, could represent Spring or Summer allergy relief. The sun, moon and pills were all created in Illustrator CS3.

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