

Package Design Analysis

Learn from Existing Product Packages

For this analysis, pick three different packages from existing products that you find interesting. The products can be from any market - technology, service, food, etc. Answer the following questions for each product package.

Insert a picture of the product package here:

- What visuals are being used on the package? Describe everything from the pictures, to design work, and to type.
- What text information is being used on the package?
- What purpose does the text serve on the package?
- Describe the style of the package?
- What feelings do you get from the overall design of the package and its visual elements?
- What emotional connections do you have with the product and the packaging? How do the visuals play into this?

- What does the packaging say about the brand/company? What does it say about the reputation of the brand/company?
- Is the package design successful in that you would want to buy the product? Why?

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