

DESIGN BRIEF WINE PACKAGING

Leader: Jacek Kurek

The task is to design packaging for one or many white wine bottles. The packaging should be a form of advertising for Chespa in terms of the production of printing ink, photopolymer printing forms, and cutting dies. It should refer to the premium class; it does not have to show features of a "store shelf."

The packaging can be made of cardboard or corrugated board. The design can include only the structure itself or structure with graphics. The packaging design should be original, modern, not seen so far on the market. The graphics should also contain the wine name, which could be associated with experience, quality, modern technology, the packaging industry.

The design may include enrichment forms: stamping, gilding, perforating....