

# Product and Packaging Design

# Case Study: packaging design



Pill bottles. Unchanged since 1945

# The problem

- Inconsistent labeling
- Drugstore branding is the most dominant information
- Confusing numbers
- Numerals are often printed without explanation
- Poor color combinations
- Curved shape is hard to read
- Tiny type

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# The problem

“People want to know the name of the drug first,” she says, “then how they should take it. But it’s never presented that way.”

- Elizabeth Adler, designer

SVA graduate student thesis opportunity:  
Safe Rx

# The Solution



# The Solution

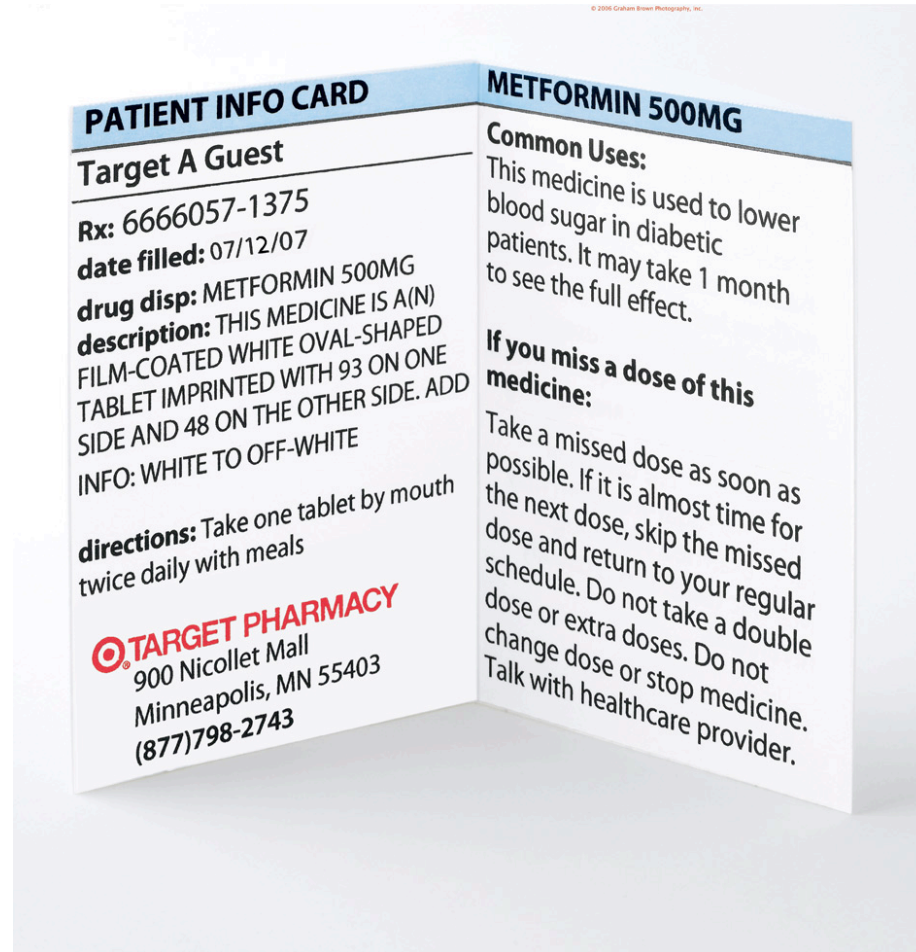


# The Solution





# The Solution



# The Solution

- Easy ID of the drug
- Coder red (target and caution)
- Information hierarchy
- Upside down saves paper (one sheet that wraps)
- Patient personalized by color
- Curved shape is hard to read
- Info card is integral and hard to lose

# The Solution – cont'd

- Intelligent expiration – inspired by security badges
- No 'once' – which means 11 in spanish
- Flat edge for legibility
- Clear iconography

# Case Study 2: OXO

# The problem

- Most vegetable peelers hurt your hands
- They don't cut vegetables very well



# The solution



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# The Solution

- A tool for everyone
- The soft handle: the user is able to apply great pressure to the handle without causing discomfort to
- The blade angle is perfect for shaving. You can shave chocolate and hard cheeses without breaking off any pieces
- The blade swivels: it can grab on to whatever you are peeling and moving along the contours
- Look soft and friendly

Question the norm





