

TRI-CREPES TAKE AWAY PANCAKE INDENTITY

Bettina Baranyi

University of Pécs, Faculty of Music and Visual Arts,
Graphic design major, 3rd grade

Gerendy Jenő Dr. habil, docens

The cities are full of take away restaurants, plenty of little bars are trying to accumulate with our fast lifestyle. These are the most popular among the students and the young adults but it does not leave out the younger and the elder out from the circle of the consumers.

The vendibility of the product is highly depending on the design, is is hard to overpresentate the appearance of the 21st century streets and the choice of the plenty websites both esthetic and in the quality of the food. Living this kind of rushing lifestyle we really have a huge need of eating nutritive, balanced and healthy products which are fortunately wide spread nowadays - the fresh design is destined to advertise this.

Partly because of the oversupply, the consumers are likely to go back to those places which they can easily remember because of the positive experiences. The visual remembrance of the package contributes to this. The package which opening gives a joyful experience, practical and esthetic. My work is trying to keep up with it's colorful and unique pieces.