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Hightone Book Company

Huarong Chen

Jia Peng, Yanjuan Yao, Yunshi Li

Changjian Wu, Maofu Li

Address: 3 Floor, A3 building, Shang Tang industrial district,
Shang Tang Road, Long Hua, Bao An district, Shen Zhen,
China

Tel: (86)-136-60858188

Fax: (86)-20-85264075

E-mail: info@hightonebook.com

Website: www.hightonebook.com

Long Sea International Book Co., Ltd

1/F No.5 Lane 454 Zhongzheng Road, Yonghe Dist, 234 New
Taipei City, Taiwan

Tel: (886)-2-32336838

Fax: (886)-2-32336839

E-mail: info@longsea.com.tw

Website: www.longsea.com.tw

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MEDICINE

This was the school project, when the task was to design packings for 3 different medicines. My goal was to create a clean and strong identity that reflects those diseases. My aim was to make something different. I would like to apply special methods, such as hologram stickers, embossing and use different kind of papers. Beginning I used the microscopic pictures of the diseases, as a sample. Hereinafter I created a frame, which forms are specific for the diseases come to being by combination of different tones, colors and lines. It was an important point of view, that customer recognise easily the medicines, however do not has a bad feeling to use it. Just on the contrary I would like to reach that customers do not afraid to use it any times if it is necessary. These medicines are for different illnesses. Curiosin for treating scars and wounds, Cariprazine for treating neurological disorders, Oculo plus for improving the eyesight.

Creative Director: Ania Ács
Designer: Ania Ács
Client: Hungarian University of Fine Arts



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