

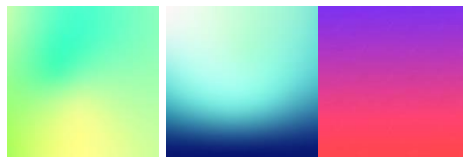
Designcrowd | Briefing

Project description: This project is about creating design proposals for two different types of packaging. Once to a cream jar made of glass and once to a jar made of plastic.
Three different designs must be created for each type of jar. (So six design proposals in total)
Later, the different packaging will be used as customization options in an online store for cosmetics.

Variant made of glass



The packaging variant made of glass should have color gradients. Three different shades are to be chosen. (Preferably with the primary colors red, blue and green). Note: The designer can create other proposals at will if he has better ideas. The logo must be included in some form.



Link to manufacturer description:

<https://catalogue.certinapackaging.com/en/portals/certinapackaging/assets/12667188/kim-50-ml/>

Variant made of plastic



With this type of packaging, the designer has a lot of freedom to design. The only requirement is that the design must be artistic. It doesn't matter whether abstract patterns, geometric figures, mandalas or just a basic color is chosen. The main thing is that the packaging inspires. The logo must be included in some form. (Below are some ideas for illustration. As mentioned, the designer is free in the design)



Link to manufacturer description:

<https://catalogue.certinapackaging.com/en/portals/certinapackaging/assets/12667181/jana-50-ml/>

Procedure after final decision: Please ensure that all source files (Adobe files, vector graphics, etc.) are available. These are important for the manufacturer of the packaging.

Thank you in advance for your work and best regards

Marc