

## ORYZA RICE PACKAGING

LORETTA RYAN  
CONESTOGA COLLEGE  
ENTRY CATEGORY: PACKAGING

### PROJECT RATIONALE:

Oryza fair-trade rice is a fictional high-end line of rice. The rice would be sold at a higher price point and attract a customer looking for a high quality product. The packaging is kept minimalistic, keeping the focus on the brand and the specific grain of rice. Each photograph reflects the fields in the particular country of origin of the rice. Ample white space is used to evoke a look of quality and elegance. The primary objectives for this project were to create a fictional brand and cohesive line of flexography packages. Each package must not contain more than 6 colours. With this in mind, the Oryza name and logo were created to work well in one colour, but also reflect the origins of rice. From there, each package was developed containing no more than 3 colours and white ink. The package was also developed with the process of flexography in mind, line weights were kept thicker and overlapping images and colours were avoided.

Stock vector illustration copyright Denis Semchenko, [www.shutterstock.com](http://www.shutterstock.com)

Image copyright finty, [www.sxc.hu](http://www.sxc.hu)

Image copyright shnyt, [www.sxc.hu](http://www.sxc.hu)

Image copyright catsh, [www.sxc.hu](http://www.sxc.hu)



LORETTA RYAN  
CONESTOGA COLLEGE  
ENTRY CATEGORY: PACKAGING