

STUDENT NAME:

Mike Wing

SCHOOL NAME:

St. Lawrence College

ENTRY CATEGORY:

Packaging

PROJECT RATIONALE:

In my experience of shopping for the right cycling computer I found that most packages gave very little information on the functions of the device and didn't allow the consumer to view the product itself. In my package redesign I gave the consumer the opportunity to view the product along with access to the manual to review it's functions in detail without having to research the product online. Putting it in a display case style package also shows the consumer that this company is proud of their product and it deserves to be shown off.

Photography: Mike Wing





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