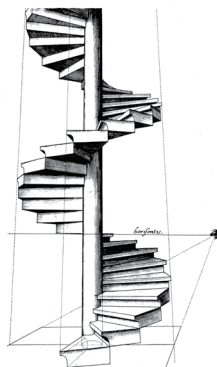




ASSOCIAÇÃO DOS PROFESSORES DE
DESENHO E GEOMETRIA DESCRITIVA
Escola Artística Soares dos Reis
Rua Major David Magno 139
4000-191 PORTO PORTUGAL

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ASSOCIAÇÃO BRASILEIRA
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EGR - CCE - UFSC
Campus Universitário
88.040-970 FLORIANÓPOLIS/SC BRASIL

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DESENVOLVIMENTO DE PROJETO DE EMBALAGEM INTERDISCIPLINARIDADE ENTRE A PRODUÇÃO GRÁFICA E O DESENVOLVIMENTO DE PRODUTO

Carina Santos Silveira, Suzana Luci de Almeida, André de Oliveira Santos,
Míriam da Silva Ferreira, Roseane dos Santos Souza, Thalita Rafaela Gomes da Hora,
Unijorge, Brasil

ABSTRACT

Throughout history, there has been a development trajectory of packaging in general, demonstrating the need to better store, retain and stand out in the market, bringing convenience and comfort to the customer loyalty, through the brand that best fits everyone's needs. With a vision of global market and consumers increasingly demanding, it is inevitable for a good packaging design to meet the expectations of its scope. Therefore, this paper discusses a new concept of packaging, applied to the soap case study in the Barra brand coconut powder. The project aims to create a functional and innovative packaging and promote further explorations of the visual language category, as well as the interdisciplinary study regarding the development of a three-dimensional product and graphic design.



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UNIVERSIDADE LUSÍADA DE LISBOA
Rua da Junqueira, 188-198
1349-001 LISBOA PORTUGAL