

This label was created for my Typography class, taught by Professor David Stairs. The goal of the project was to design a label formatted like a drug label. We were provided with the text for the assignment, so the designer's role was to focus on the layout and packaging design. The objective was to make the label easy to read by clearly organizing information into sections and using color strategically to make it stand out on the shelf. The entire project was completed in InDesign. Our hope is that this label design helps make the product more appealing and easier for consumers to choose. All layouts and design work were done in InDesign.