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Art and Design

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ALTERNATIVE DESIGN: SOFTEX PACKAGING

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Abstract

Objectives To increase the image of *softex* from ‘old’ to ‘modern’, to create a look for *softex* that is distinct, unique from its competitors, to give a look that is able to tell information about the product and exhibit the good quality offered by the product.

Method Both Qualitative (interview, books and internet) and Quantitative (questionnaires) research method were conducted.

Result The result of the method enables the author to identify the problem and manage to create a solution fit for solving the problem.

Conclusion Packaging plays important role in branding environment. The alternative design for the packaging is the solution to achieve those objectives mentioned above.

Keywords *Modern, Feminine, unique, high quality, hygiene, soft, attractive and distinct.*