

Johnson & Wales University

**ScholarsArchive@JWU**

---

Student Research Design & Innovation  
Symposium

Community Research & Innovation Events

---

4-25-2023

## **Hanger Tab Packaging Design and Branding: Ave-Ator Sunglasses**

Anthony Colacchio

Follow this and additional works at: [https://scholarsarchive.jwu.edu/innov\\_symposium](https://scholarsarchive.jwu.edu/innov_symposium)



Part of the [Engineering Commons](#)

---



# AVE-ATOR

BY ANTHONY COLACCHIO

**TOOLS:**

ADOBE ILLUSTRATOR, X-ACTO KNIFE, CUTTING MAT, PERMANENT DOUBLE-SIDED TAPE.

**PURPOSE:**

TO DESIGN A HANGER TAB STYLE BOX FOR A SMALLER SIZED PRODUCT, AND A BRAND TO GO ALONG WITH IT. THE PRODUCT OF CHOICE WAS AVIATOR-STYLE SUNGLASSES.

**AUDIENCE:**

INDIVIDUALS WHO ARE PERHAPS INTO TRAVEL, FASHION OR LIVE IN AN AREA THAT IS PRONE TO A LARGE AMOUNT OF SUNLIGHT.

**APPROACH:**

WHEN PONDERING GRAPHIC ELEMENTS OTHER THAN THE LOGO AND PRODUCT INFORMATION, PHOTOGRAPHY WAS CHOSEN TO PURSUE A MORE COMMERCIAL VISUAL STYLE. THE DIMENSIONS, SHAPE, AND DESIGN OF THE BOX WERE CREATED WITH THE SIZE OF THE PRODUCT IN MIND.

**EXECUTION:**

THE RESULT IS PACKAGING FOR SUNGLASSES THAT FEATURES A LOT OF CONTRAST, BRIGHT COLORS AND ENCOURAGES EXPLORATION WITH A VERY COMMERCIAL DESIGN STYLE.

