Packaging

Before After

Tannour AlAsr

Uplifting for "Tannour AlAsr" product The project focuses on giving the bread package a relevantly modern identity, improvements were made Such as the fonts, colors, imagery, and information on positioning (layout), focusing on a women riding bike (practicing sports) is used to reflect the main aspect of the product which is a healthy lifestyle concentrating on the quality of nutrients intake intersecting with an activity considered as part of a healthy oriented routine most common in Beirut culture. Add up to that the excessive consuming of plastic ruining the environment as bread is an essential everyday need so an immense amount is being used. The thing that we tried to reduce by reducing the size of the packaging to the guarter (in the shape of a double folded piece of bread), limiting the quantity of plastic involved.A Fusion of the healthy lifestyle, sports, and the bread as an essential need for a human well-being in a contemporary frame giving the product a new character and an appealing design, less material. By that presenting an innovative step in the world of healthy food industry. It lifts the product from its old frame to a more socially fitting modernized one. Although out bread is one of the most "healthy lifestyle people " crave, for that it's high in fiber and proteins but on the others side it's also high in BPA and the chemicals that may cause cancer in an indirect way! How? Its the plastic bag out bread is packed in. So, what i did is reducing as much possible, to minimize the plastic bag and make it more sufficient and less harmful! Oh and smaller the it now fits properly in your bag while going for a bike ride, picnic or traveling to any country! So let's all pay attention to not only for our health, but also to the environmental health!











Catchies

By Claire's

"Jellies packaging Design"After an extensive research on Claire's company and learning about their identity, this proposed project is made upon this research.

I created the packaging of this project in 3 different flavors and named each of it accordingly. So as a simple overlook into my project; it's a nice attractive approach to kids beautifully representing Claire's theme.

Featuring 3 flavors inspired by Claire's identity and palette. The design is a cartoon character issued by Claire's, where each taste expresses a different personality; For example a Pusheen character refers to strawberry flavor and a unicorn character refers to blueberry flavor, etc.

The project aims to motivate girls to buy these characters and shop more products in addition to eating something inspired by the occasion, as we previously know that this type of sweets (Jellies) encourages children to buy these products more frequently.

Moreover aiming to stand out and distinguish the company in the most original way possible, to reach a premier position in the market worldwide.







Catchies Jelly Gum



































Truck



Cut line : Fold line : Glue area :

4	Name : AliAhmad Fatima	Packaging : Project -1-
	Instructor's Name : Kaltar Danielle	Date : Wed., Nov 21, 2016

























120	Name : AliAhmad Fatima	Packaging : Project -1-
v.	Instructor's Name : Kattar Danielle	Date : Wed ,Nov 21, 2018

COKOSTAR

It is designed a chocolate tube for kids, and is now available in the Lebanese market. The red color is chosen to attract the attention of the children. And a cartoon character holding jar stars in order to attract the kids.

Client: Black Diamond Company

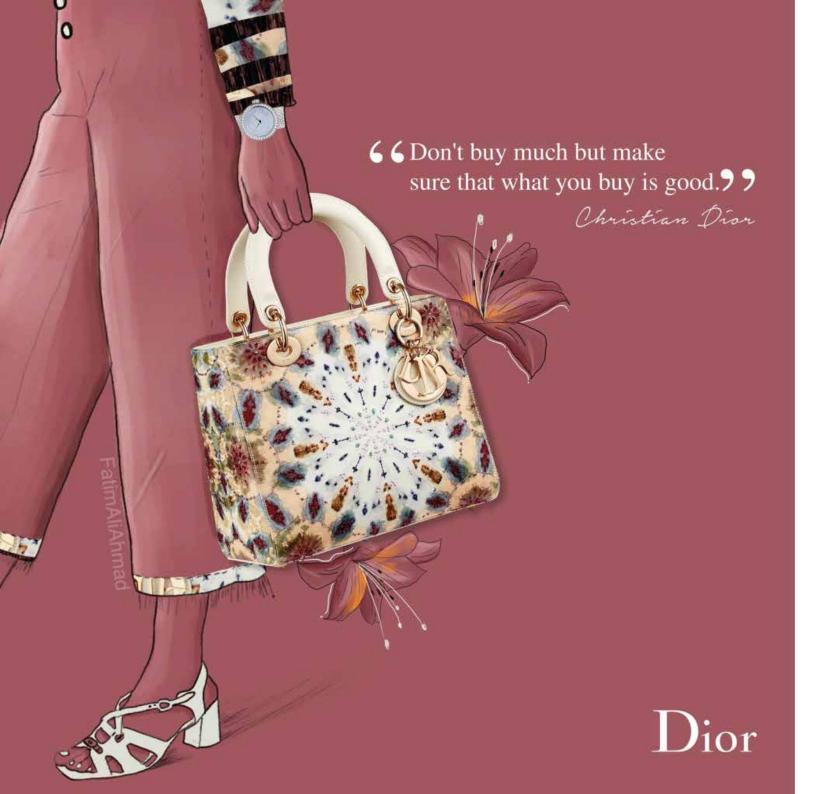




NOW IN THE LEBANESE MARKETS



Illustration



D i o r





C H A N E





Book Covers



هذا الكتاب يسلط الضوء على علاقة الام بالجنين لكي يبصر النور بطريقة صحية و عاطفية و نفسية و ينمو بشكل سليم و منكامل ويبين العلاقة الوطيدة بين الأم و الجنين و علاقتها بالشيء الداخلي الذي لا نواه من خلال تطور الحواس و تأثير العوامل الخارجية للحصول على نمو كامل

Noqta Fasle

This book discusses the relationship between the mother and the fetus so that he can see the light in a healthy and emotional way, and establish the strong relationship between mother and fetus, and the influence of external things on the internal things to achieve an integrated growth. i used this binding to show the super relation between the mother and the child, also i used the layers by showing how the concept is deep and the child in the stomach is deep too.

the point refers to the mom which is main thing and the start and the fasle, that shows the relation between the fetus and mom

















Identity



Approved Client: Instyla



Approved Client: The Makeup Boutique

Makeup Pourique





Approved Client: Most company











Approved

Client: Laure Ghaddar

aure Ghaddar

Laure Laure Laure Ghaddar Lighaddar



Approved Client: Azhar Lara











نبذة عن الشُركة

أنشنت مؤسسَة 64 في حزيران عام 2019، و ذلك بموجب المادة 8 من نظام التقاعد الصادر مَن نَفْسَ العَامِ حَيثُ تَقُومُ بِالْإِسْتَفَادَةُ مِنْ طافات و خيرات المتقاعدين الذين أحيلوا للتقاعد, وقد حرصت المؤسسة على إدارة وتنمية مواردها المالية والبشرية والحفاظ عليها من أي متعيرات اقتصادية، وذلك من خلال تبني أقضل الحلول واتباغ منهجية واستراتيجية فرنة على نظاق الخدمات المقدمة للمشتركين والمتقاعدين، وقد حرمت المؤسسة على مد مظلة خدماتها لتَعْطِي كَأَمُهُ مَنَاطِقَ اللَّبِنَانِيةَ مِنْ خَلَالِ 8 فروع أموزعين حسب المحفظات ومكتب تقدّم العديد من الخدمات، هذا بالإضافة إلى خدمات التقاعد الإلكترونية المقدمة عن طربق الموقع الإلكتروني وتطبيق الأجهزة

أهداف الشركة

- تدريب المعنيين الحدد فال الوطائف
- تحسين الوقع النفسان و الضَّجابِ عند العنقاعدين - تعبيمم مستشارين مهمين و أعضاء هي لخان
 - تطوير رأس المال البشري



** فَكُرُ أَنْ يَمْمَلُ نَمْدُ النَّمَاعِدُ يَمْجَالُ خَبِرَتَكَ لِحُمْنَ تَحْصُلُ عَلَاقٍ رَضْمُي جَالَمُنْ

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M E N U



CHICKEN SUB

LL 5,500

corn, mayo, and cheese.

CHICKEN FAJITA LL 7,000

تتنبحت فاميتا

Grilled chicken fajita .sautéed onions peppers.& mushrooms, corn, topped with cheese.

BBQ CHICKEN SUB LL 7,000

Grilled chicken breast, lettuce, pickles

home made cocktail sauce.

PHILLY CHEESE STEAK LL 8,000

Grilled tenderloin filet ,sautéed onions, peppers & mushrooms, toped with cheese, and dur Philly Sauce.

CRISPY

LL 5,000 Crispy chicken strips, lettuce, corn, mayo and our homernade cocktail sauce.

SUBMARINE CHICKEN

Grilled Chicken, corn mayo, pickles, pickled onions, lettuce, and ranch.

SPICY CHICKEN

ساسب سيحت

Grilled Chicken with spicy sauce, served with corn mayo, pickles, pickled onions, tomatoes, lettuce, ranch, and Jalapeno.

SAWDA

LL 5,000

LL 5,500

LL 6,500

A mouth watering chicken liver, served with pickles tomato and our home made pomegranate sauce.

SOJOK

LL 5,000

An expolsion of flavors that melts into your mouth served with Hummus, pickles, and tomatoes.

HALLOUMI

LL 4,500

Grilled Halloumi, creamy pesto, fresh rocca leaves, and tomatoes.







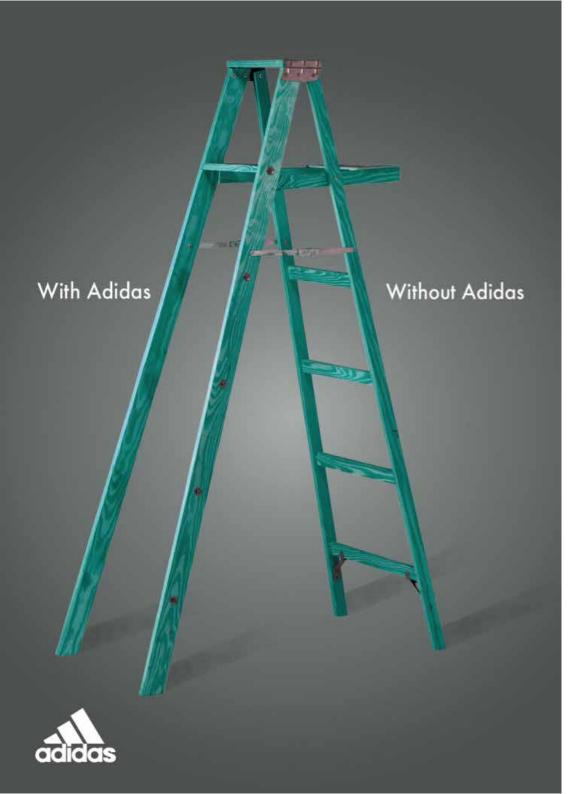


M E N U

Art Direction



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Portfolio 2019

Packaging

Illustration

Book Covers

Identity

Art Direction

Website Design

76 0555 62 Fatima AliAhmad Graphic Designer