

Name \_\_\_\_\_ Date \_\_\_\_\_ # \_\_\_\_\_

## Packaging Analysis

1. Which package did you choose as the best/most effective example? \_\_\_\_\_
2. Explain your choice as to why this is the best example. Identify the elements that made it effective.

3. Which package did you choose as the worst/least effective example? \_\_\_\_\_
4. Explain your choice as to why this is the worst example. Identify the elements that are lacking in the design.

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