

1/2 HoleCheeeese!

Blending illustration idea with the object, giving a creative meaning and funny approach



Solution

The main idea was to create an illustration concept that could easily be recognizable and simple, as we have such a tiny surface to work on. The cheese was my favorite choice because it has a clean surface and almost everybody loves it. Then, I tried to figure out a way to blend the illustration on the object, in order to give a meaning and a sense of iconic element. The holes from the cheese worked perfectly, making it part of the knife itself, in a more emotional and funny way.

Status: 27.06.2018

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Creative's profile



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Creative's top 5 skills

Graphic Design, Illustration, Product Design