

SRKNI I TRKNI

PO NOVE IDEJE



— 100% prirodno
Bez dodatih zaslađivača
Nizak sadržaj šećera
Bez vještačkih boja —

NOVO > 4.3.2025.

Packaging desing

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Final Exam:
Poster 1
Art Direction for Packaging desing

Srkni i Trkni is a university project focused on creating a healthy, coffee-based energy drink that stimulates creativity. Designed with students, creatives, and innovators in mind, this drink combines the natural power of coffee with carefully selected ingredients to promote focus, inspiration, and sustained energy. As part of the project, the goal is to not only design an appealing product but also craft a brand identity that resonates with individuals seeking balance between

productivity and wellness. Srkni i Trkni represents the intersection of health, innovation, and creativity – the perfect companion for those aiming to make their ideas a reality. The project goes beyond just the drink itself – it encompasses branding, packaging, and marketing strategies that reflect its core values of health, energy, and innovation. By combining natural coffee with carefully curated ingredients, Srkni i Trkni is positioned as a go-to choice for individuals

who value both wellness and creativity. This project serves as an opportunity to explore the synergy between design, functionality, and consumer needs, showcasing the importance of creating products that solve real-world challenges while promoting a healthy lifestyle. Through Srkni i Trkni, the project aims to redefine energy drinks by focusing on natural ingredients, creativity, and a healthier approach to staying inspired.