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Packaging Essentials: 100 Design Principles For Creating Packages (Design Essentials)



Synopsis

This book outlines and demonstrates basic package design guidelines and rules through 100 principles in the areas of research, planning, and execution. This book is a quick reference and primer on package design, and the principles that make design projects successful. Highly visual and appealing to beginning designers, students, and working designers as a resource. The content helps to establish the rules and guides designers in knowing when and where to bend them. Visual examples demonstrate each principle so readers can see the principle at work in applied design.

Book Information

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Customer Reviews

Definitely exceeded my expectations! This book is an essential for anyone interested in package design. I'll definitely be referring to this for many years to come!

I love to browse through this book from time to time. I always come away from it with a bit more useful knowledge about packaging.

THIS WAS A GIFT FOR OUR SON IN LAW. HE REALLY WANTED THESE AND LOVED THEM WHEN HE GOT THEM FOR CHRISTMAS. THEY WILL COME IN HAND FOR HIS WORK.

I love this book because it helped me through so many projects in my packaging class. It has great

ideas and great information on whats going on now in packaging along with the history!

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