

The book was found

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

Series: Design Essentials

Hardcover: 208 pages

Publisher: Rockport Publishers; 1 edition (June 1, 2010)

Language: English

ISBN-10: 1592536034

ISBN-13: 978-1592536030

Product Dimensions: 8.8 x 0.8 x 10.2 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (8 customer reviews)

Best Sellers Rank: #720,080 in Books (See Top 100 in Books) #36 inÂ Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Packaging #291 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #2970 inÂ Books > Arts & Photography > Graphic Design > Commercial

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!

[Download to continue reading...](#)

Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials) Food Packaging Science and Technology (Packaging and Converting Technology) Wacky Packages (Topps) Wacky Packages Website Hosting Packages and Domain Name Providers TOP PLACES IN THE WORLD TO PLAN YOUR VACATION / HONEYMOON / RETIREMENT: Bonus Chapters Included: TOP 5 Places To Take Photos and Top 5 Places for "City ... vacation packages, vacation photos Book 1) Pronounce it Perfectly in English with Audio CDs (Pronounce It Perfectly CD Packages) What is Packaging Design? (Essential Design Handbook) What is Packaging Design? (Essential Design Handbooks) Costume Design 101 - 2nd edition: The Business and Art of Creating Costumes For Film and Television (Costume Design 101: The Business & Art of Creating) Material Innovation: Packaging Design Pizza Recipes: 100 Pizza Recipes for Home Cook (+BONUS: 100 FREE recipes) (100 Murray's Recipes Book 9) Pasta Recipes: 100 Pasta Recipes for Home Cook (+BONUS: 100 FREE recipes) (100 Murray's Recipes Book 8) 100 problemas de fí- sica cuántica / 100 Quantum Physics problems (Cien Problemas / 100 Problems) (Spanish Edition) The Complete Works of Herbert Spencer: The Principles of Psychology, The Principles of Philosophy, First Principles and More (6 Books With Active Table of Contents) Web Style Guide: Basic Design Principles for Creating Web Sites Advanced Electronic Packaging: With Emphasis on Multichip Modules (IEEE Press Series on Microelectronic Systems) 3D IC Integration and Packaging Circuits, Interconnections, and Packaging for Vlsi (Addison-Wesley VLSI systems series) Advanced MEMS Packaging

[Dmca](#)