Exploring Package Design (Design Exploration Series)

Synopsis

Exploring Package Design examines in rich detail the complete process for creating high-impact packaging-from identifying a target audience and developing package forms to creating effective mock-ups and facilitating the production process. Throughout, concepts and principles are illustrated with dynamic case studies and behind-the-scenes commentary from package design professionals.

Book Information

Series: Design Exploration Series

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Average Customer Review: 4.1 out of 5 ststarsÂ Â See all reviewsÂ (7 customer reviews)

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Customer Reviews

I ordered this for an amazing price. It was a recommended book for my Graphic Design program at school. We have not used it much yet, but it will be detriment to our projects this next quarter. Very good, precise and accessible information on package design. I don't feel like the book is "talking down to me" when I read it.

It was in great conditions. Like new! I was skeptical about buying it, but is great! Its a great boob for graphic artist.

A good book I used fro class. It helped explain how the marketing world works. It has some demos and you can see how to make some of the packages.

So helpful for my class and well beyond!

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