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# Package Design Workbook: The Art And Science Of Successful Packaging



## Synopsis

The Art and Science of Successful Packaging This comprehensive guide provides designers with a thoughtful packaging primer that covers the challenges of designing packaging for a competitive market in a very hardworking and relevant way. Package Design Workbook addresses all aspects of the creative process including choosing a package format, colors and materials, final finishes, and special considerations such as awkward objects and unique display considerations. This book breaks down the process of design in a much more comprehensive way than most books on the subject, which just analyze the final designs. This guide also offers case studies in the back half of the book with the text focusing on why specific colors, formats, type treatments, and finishes were chosen, and what the resulting effects were on the consumer and the client.

## Book Information

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## Customer Reviews

This is mostly a history and documentary style reference book of abstraction & philosophy, not a 'workbook' by any means. I expected it to be more of an instructional methodology with exercises, techniques & resources for an active designer to expand skills, that type of thing. Nope. I'm giving it 3 stars because it's well made and the authors are reputable, quality book construction and that I'm sure it has value for a specific audience out there. The title and description are just a bit misleading of its content.

Fascinating examination of how necessary good packaging is, and why...as well as the human factor of both client and customer. We see packages all the time, but don't realize how critical they

are to get right. We may not know why we tend to buy certain brands until we begin to think about the points made in the book. The one place it falls down is not providing a glossary of certain industry terms for those not in the field but interested in this complex, important subject.

I highly recommend this book. I have been looking around for a package design book and soooo glad I bought this one. Explains the die line, package details and anything else you were wondering about. Trust me you will not be disappointed with this one.

This book is fantastic! I had to buy this for a package design class. It's the first book I had in college that I wanted to skip ahead and learn more before it was time to learn the material. It's a fantastic reference, once you are in the field. If you're going to buy a good package design book, this is it!

It is an ok book, much for a beginner than i had expected. it is mostly history and cases, and some actual design tips. The book is uglier than i had expected, but i guess i just bought the wrong book for what i wanted

I searched far and wide for a book with a good, readable overview about the world of Package Design, and this is the best I've found. At first glance, this looks like a typical art book, heavy on pictures -- light on content (which is why it took me a while to give this a serious look). But there's much more here than meets the eye. The prose is spartan (meaning not a lot there), but what is there is extremely helpful and specific to the field. Great overview all the way around. I plan to use this for a class text book next year.

The book was good but its delivery was delayed for 2 months with endless back and forth communication with the team to follow up and re-re-re-arrange delivery. Product was great but the arrangements and service were horrendous.

Definitely one of the most complete and detailed packaging books I've ever seen. The reading is enjoyable and have the most important points in packaging area. Great book about all you need to know from the sketch to the technical/production notes, labeling, printing process and all in the study of packaging. If you are a packaging lover this book shouldn't miss on your bookshelf.

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