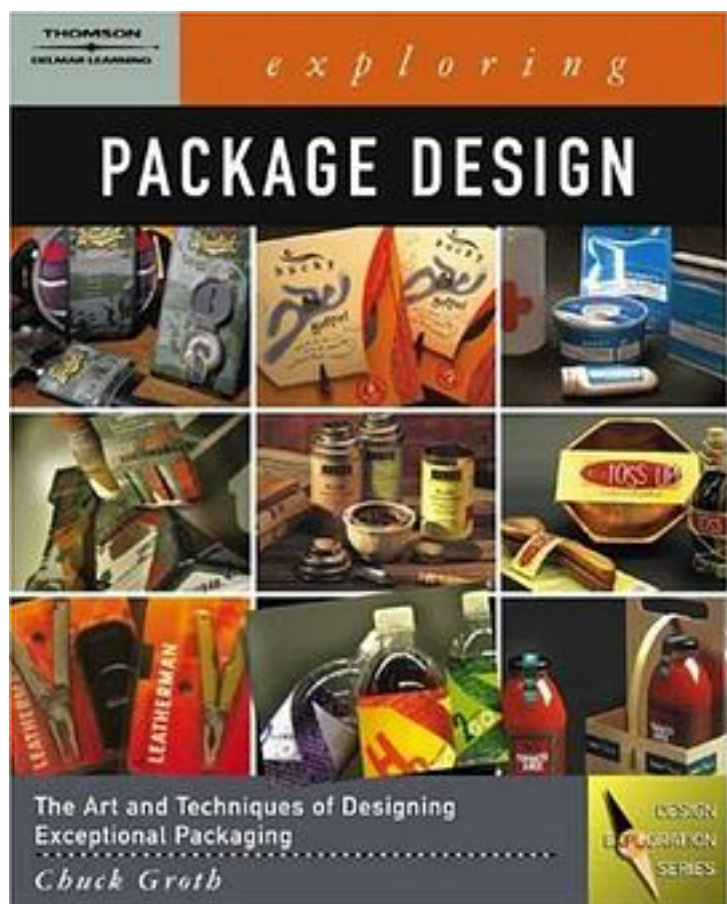# Exploring Package Design

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出版者:Thomson Delmar Learning

出版时间:2005-12-05

装帧:Paperback

isbn:9781401872175

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.

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