

# What is Packaging Design? (Essential Design Handbook)



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"A thoughtful and thorough book with some inspiring work -- great for students and anyone taking their first steps into the world of packaging."

Grafik

This is a highly visual, compact-format sourcebook, packed with top international packaging designers contemporary work, accompanied by essays on the surrounding issues.

What Is Packaging Design? lays the foundations and professional guidelines for best practice when designing contemporary packaging. It opens with several short essays which define good packaging design and the issues faced by designers in this field. Design basics such as format, layout and typography are explored within the context of packaging design, taking into account genre-specific elements such as product information, branding, marketing and legislation.

作者介绍:

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标签

设计

包装设计

设计理论

設計

平面设计

学习型

品牌

原版书

## 评论

两部分。第一部分站在营销的角度说明包装的作用，传递品牌与产品的内涵，令顾客产生特定的预期。其中对国际品牌的分类值得注意：master brands,prestige brands,global brands,tribal brands,super brands.……"If you think good design is expensive ,look how much bad design costs."第二部分是对包装的细节描写，包括包装的形状与材质，包装上的平面设计。第三部分是对部分品牌和公司的作品的赏析。

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工作参考。里面讲 branding 的东西和案例给了一些启发。

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## 书评

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