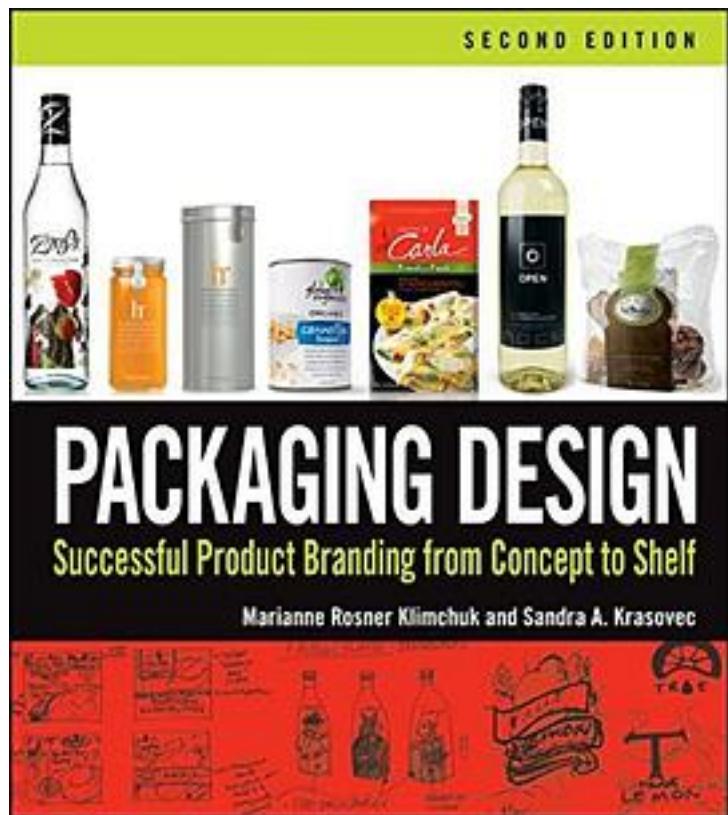


Packaging Design



[Packaging Design 下载链接1](#)

著者:Bill Stewart

出版者:Laurence King

出版时间:2007-11-29

装帧:Paperback

isbn:9781856695251

在线阅读本书

Packaging design became established as a specialist discipline in the 1960s, yet few books have been published that offer sound practical advice for students. Now Bill Stewart describes the whole design process from concept creation to production, including the all-important considerations of brand development and the designer's

obligations and responsibilities to the environment. The methods described mirror the design process widely adopted commercially, ensuring a relatively painless transformation from student to design practitioner. This introduction to the subject is illustrated by a wide range of packaging examples and also includes useful tips and ideas for the designer. Concluding with a chapter on careers advice, the book will be of interest to all students involved with packaging, whether their specialism is structural or graphic design, product design, marketing, or consumer behavioral studies.

作者介绍:

目录:

[Packaging Design_ 下载链接1](#)

标签

包装设计

LaurenceKing

评论

[Packaging Design_ 下载链接1](#)

书评

[Packaging Design_ 下载链接1](#)