

# 《Packaging Design: Successful Product Branding From Concept To Shelf 9780471720164》

## 书籍信息

版次：1

页数：262

字数：

印刷时间：2006年10月01日

开本：16开

纸张：胶版纸

包装：精装

是否套装：否

国际标准书号ISBN：9780471720164

## 内容简介

How to create packaging designs for consumer brands that effectively communicate in the retail environment *Packaging Design: Successful Product Branding from Concept to Shelf* is the most comprehensive resource of practical and professional information for creating packaging designs that serve as the marketing vehicles for consumer products. Packed with real-world advice, step-by-step descriptions of the creative process, and all-important insights into the stakeholders, the design process, and the production process, this book illuminates the business of packaging design like no other. Whether you're a designer, brand manager, or packaging manufacturer, the highly visual coverage in *Packaging Design* will be useful to you, as well as everyone else involved in the packaging design process. In one convenient book, you'll find:

- \* Insightful images of the design process, design concepts, three-dimensional models, and prototypes
- \* A wealth of case studies showcasing how superior packaging designs were created
- \* A framework for today's packaging design business
- \* Environmental considerations, along with legal and regulatory issues
- \* Useful appendices with advice on portfolio development and professional practice guidelines

## 作者简介

MARIANNE ROSNER KLIMCHUK is Associate Chair of the Packaging Design Department at the Fashion Institute of Technology (FIT) in New York City. She's a frequent lecturer and contributor to industry magazines. SANDRA A. KRASOVEC is Assistant Professor of Packaging Design at FIT and principal of Krasovec Design in New York City.

## 目录

Acknowledgments  
Foreword  
Preface  
Chapter 1: Accounting For the Past  
Developments through Emerging Societies  
Capitalism through the Ages  
History of Writing  
Printing

The Beginnings of Visual Communication

Industrialization

Early Branding

Lithography

The New Economy

Twentieth-Century Developments

[显示全部信息](#)

媒体评论

"Insightful text and real-world visuals unite to provide examples of responsible packaging design..."  
(DynamicGraphics, Feb/Mar 2007)

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

[更多资源请访问www.tushupdf.com](http://www.tushupdf.com)