

《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 de*ions 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)