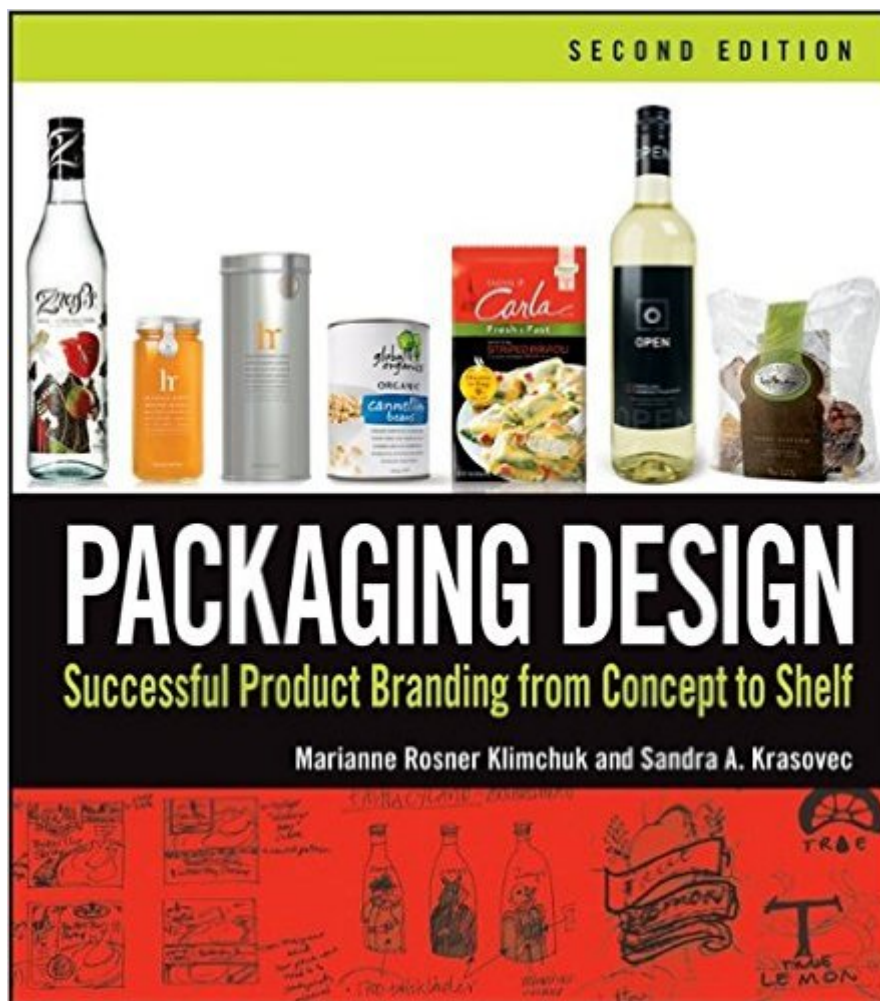


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# Packaging Design: Successful Product Branding From Concept To Shelf



## Synopsis

The fully updated single-source guide to creating successful packaging designs for consumer products. Now in full-color throughout, *Packaging Design, Second Edition* has been fully updated to secure its place as the most comprehensive resource of professional information for creating packaging designs that serve as the marketing vehicles for consumer products. Packed with practical guidance, step-by-step descriptions of the creative process, and all-important insights into the varying perspectives of the stakeholders, the design phases, 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 process of marketing consumer products. To address the most current packaging design objectives, this new edition offers:

- Fully updated coverage (35 percent new or updated) of the entire packaging design process, including the business of packaging design, terminology, design principles, the creative process, and pre-production and production issues
- A new chapter that puts packaging design in the context of brand and business strategies
- A new chapter on social responsibility and sustainability
- All new case studies and examples that illustrate every phase of the packaging design process
- A history of packaging design covered in brief to provide a context and framework for today's business
- Useful appendices on portfolio preparation for the student and the professional, along with general legal and regulatory issues and professional practice guidelines

## Book Information

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## Customer Reviews

You'll probably only purchase this book if you're forced to by your Graphic Design class in university. Otherwise, why would you pay \$45 for a paperback? But that's a shame because the quality of this production, from the extensive survey of packaging design history (from a Neolithic jar to Seventh Generation laundry detergent) to the interesting case studies, to the samples of various modern packages would be a fascinating book for anyone to have on their coffee table. Of course, like many in the design field, the creators of a design product failed to take into account the very topic they describe inside: the packaging design of "Packaging Design" is sub par, even for a standard book. The cover is uninspired and the book is just a square book. Also, there are noticeable misses in the history of packaging design such as the best wine packaging (Bonny Doon) and of course, the brilliant Apple packages (A packaging design book without the iPod??). All in all, this is a great book on the topic. A history nerd will love the old images and a design nerd will love the case studies. Blame the modern education system for the exorbitant price.

PACKAGING DESIGN: SUCCESSFUL PRODUCT BRANDING FROM CONCEPT TO SHELF by Marianne R. Klimchuk and Sandra A. Krasovec is a delight to the eyes. Full of brilliant photos going quite far back into the late 19th century, all on glossy pages, this book really delivers. My wife happened to glance at a few pages and remarked how angry it makes her that an old reliable brand suddenly repackages. This book explains, among other things, why that is done. The tactic is a big gamble, yet this book simply clarifies how the modern companies want things to "pop off the shelves". "Eye-catching" is the byword, and it always has been as attested by the older photos here. A really fun experience for me was seeing the modern process, how talented artists sketch ideas for packaging and retail display. This not-quite-coffee-table-sized book, which is a light and slender paperback considering what is packed into it, will tell all.

As someone in the marketing profession, this book on packaging design piqued my interest...I felt like it could give me some technical, historical, and even psychological insight into the aims and means of design and copy. And to a large extent, it succeeded admirably. Amply illustrated, it's a great crash course, especially rich in information about the evolution of packaging and the modern marketplace. The photos are well-chosen, and with full-color throughout, the examples really pop. The only downside is that the tone is relatively academic and dry, making it a bit hard to read cover-to-cover. I understand that it's not written with the layperson in mind, but still, a lighter tone would have made it more accessible to a wider range of readers--especially with information this

intriguing.

I have been working as an industrial designer for quite some time now and I am always interested in books of this nature. Product look and development is something a company could spend millions of dollars on. Decisions like font style, color design and packaging are not made haphazardly. Their aesthetic value is tested and retested many times with different focus groups. This book reveals the tried-and-true methods of great design as well as cutting-edge innovations that continue to push the envelope. If you are an artist who wants to get into this field do yourself a favor and please pick this book up it's like a classroom between two covers.

Like many design books this one covers a lot of the basics of the design process as well as talking about many issues surrounding a particular design target, in this case packaging, but I found it more interesting and useful than many books of this sort. I would say it's a must-have for anyone working in the package design industry, as well as anyone interested in the design of everyday things. Package design is an interesting mix of art and function, with lots of color and typography, and it's one of my favorite design topics. There are so many potential solutions to any particular design task.

I wrote a little blog about this book. It's awesome and I recommend it to any designer from Student to Senior Level. It is well written! [...]

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