

1. Record Nr.	UNINA9910956706603321
Autore	Roncarelli Sarah
Titolo	Packaging essentials : 100 design principles for creating packages / / Sarah Roncarelli and Candace Ellicott
Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, c2010
ISBN	9781610580670 1610580672
Edizione	[1st edition]
Descrizione fisica	1 online resource (209 p.)
Altri autori (Persone)	EllicottCandace
Disciplina	745.2
Soggetti	Packaging - Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Cover -- Title -- Dedication -- CONTENTS -- INTRODUCTION -- THE DESIGN CHALLENGE -- 1. Get the brief right -- 2. Design for the customer, not for yourself -- 3. Organizing a product range -- 4. Designing for a private label -- 5. Designing for display -- 6. Relevance in package design -- DESIGN CONSIDERATIONS: MATERIALS -- 7. Research the options -- 8. Glass and bottle design -- 9. Cardboard -- 10. Metal -- 11. Plastic -- 12. Wrappers -- 13. Innovative materials -- DESIGN CONSIDERATIONS: FORM AND SHAPE -- 14. Brand guidelines that include sh ape -- 15. Form defines function, and Function defines form -- 16. Designing a bag -- 17. Molded Packs -- 18. Die lines -- 19. Special folds -- 20. Window reveals -- 21. Innovation -- DESIGN CONSIDERATIONS: LABELS -- 22. Designing a label -- 23. Shapes -- 24. Label reveals and folds -- DESIGN CONSIDERATIONS: PRINTING -- 25. Four-color lithography -- 26. Lithography with three or fewer colors -- 27. Flexography -- 28. Laser etching -- 29. Screen printing -- 30. Special techniques: Special inks and varnishes -- 31. Special techniques: Foil stamping -- MARKETING AND BRAND CONSIDERATIONS -- 32. A package as a sales tool -- 33. Demographics -- 34. Psychographics -- 35. Designing within a brand standard -- 36. Masstige packaging -- 37. What's in a name? -- 38. Packaging mascots -- 39. Bath, beauty, and health -- 40. Technology -- 41. Confection and candy -- 42. Wine and spirits -- 43. Beverages -- 44. Books and media -- 45. Fashion -- 46. Food -- 47. Home and

garden -- 48. Kids' products -- 49. Office and art supplies -- 50. Pet products -- 51. Adult novelty -- SUSTAINABLE DESIGN -- 52. Sustainable practices -- 53. Sustainable printing -- 54. Plastic options -- 55. Paper options -- 56. Multiuse packaging -- 57. Biodegradable and recyclable packages -- THE DESIGN PROCESS -- 58. Create an emotional connection. 59. Tell a story -- 60. Setting the right tone -- 61. Playful design -- 62. Metaphors and similes -- 63. Humor and wit -- 64. Provide information -- 65. The art of exaggeration -- 66. Fake it with faux -- 67. Achieving balance -- 68. Explore pattern -- 69. Rules and lines -- 70. Painting and drawing -- 71. Iconography and symbolism -- 72. Woodcuts and drawings -- 73. Photography -- 74. Retro design -- 75. Tactical use of color -- 76. Lack of color -- 77. Abundance of color -- 78. Don't hide the substrate -- 79. Minimalist design -- 80. Consider all sides -- 81. Hierarchy and dominance -- 82. Type basics -- 83. Fonts create mood and character -- 84. Handmade type -- 85. Type as imagery -- 86. Adapting from other languages -- 87. Bar codes and important information -- 88. Shelf impact -- 89. Product protection -- 90. Unpack the package -- 91. Functionally convenient design -- 92. Packaging several products -- 93. Decorative packages and collectables -- 94. Bottlenecks, stickers, and other add-ons -- 95. Breaking the rules -- ASSESS AND REVIEW -- 96. Proofing and making alterations -- 97. Gauging ROI -- 98. Anticipating the brand tomorrow -- 99. Customer research -- 100. Celebrate a successful package design -- CONTRIBUTORS -- ABOUT THE AUTHORS.

Sommario/riassunto

This book outlines and demonstrates basic package design guidelines and rules through 100 principles in the areas of research, planning, and execution. This book is a quick reference and primer on package design, and the principles that make design projects successful. Highly visual and appealing to beginning designers, students, and working designers as a resource. The content helps to establish the rules and guides designers in knowing when and where to bend them. Visual examples demonstrate each principle so readers can see the principle at work in applied design.
