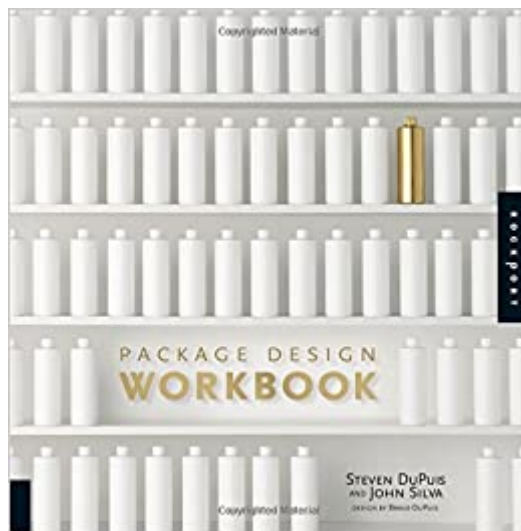


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Package Design Workbook: The Art And Science Of Successful Packaging



Synopsis

The Art and Science of Successful Packaging This comprehensive guide provides designers with a thoughtful packaging primer that covers the challenges of designing packaging for a competitive market in a very hardworking and relevant way. Package Design Workbook addresses all aspects of the creative process including choosing a package format, colors and materials, final finishes, and special considerations such as awkward objects and unique display considerations. This book breaks down the process of design in a much more comprehensive way than most books on the subject, which just analyze the final designs. This guide also offers case studies in the back half of the book with the text focusing on why specific colors, formats, type treatments, and finishes were chosen, and what the resulting effects were on the consumer and the client.

Book Information

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Customer Reviews

Steven DuPuis is president of DuPuis, a strategic design firm he began over 20 years ago in Los Angeles. Today, DuPuis is an international strategic brand-design firm with offices in the U.S. and Europe (Braue-DuPuis). Steven is a frequent contributor to design and business periodicals and also speaks at a variety of professional forums including the Kellogg School of Management.

Steven's personal design work is part of the permanent collection in the U.S. Library of Congress.

John Silva is vice president and creative director of DuPuis and has been with the firm for over 15 years. Complementing his design experience, John also has extensive knowledge in package print production and is particularly well versed in digital pre-press, photo illustration, and 3-D imaging.

John is currently serving as creative director for clients including Nestlé, Kellogg's, Mars Petcare,

Farmer John, Dole, and Baxter Pharmaceuticals. Steven DuPuis is president of DuPuis, a strategic design firm he began over 20 years ago in Los Angeles. Today, DuPuis is an international strategic brand-design firm with offices in the U.S. and Europe (Braue-DuPuis). Steven is a frequent contributor to design and business periodicals and also speaks at a variety of professional forums including the Kellogg School of Management. Steven's personal design work is part of the permanent collection in the U.S. Library of Congress. John Silva is vice president and creative director of DuPuis and has been with the firm for over 15 years. Complementing his design experience, John also has extensive knowledge in package print production and is particularly well versed in digital pre-press, photo illustration, and 3-D imaging. John is currently serving as creative director for clients including Nestl , Kellogg's, Mars Petcare, Farmer John, Dole, and Baxter Pharmaceuticals.

This is mostly a history and documentary style reference book of abstraction & philosophy, not a 'workbook' by any means. I expected it to be more of an instructional methodology with exercises, techniques & resources for an active designer to expand skills, that type of thing. Nope. I'm giving it 3 stars because it's well made and the authors are reputable, quality book construction and that I'm sure it has value for a specific audience out there. The title and description are just a bit misleading of its content.

I just received the book today. First, it is full of insights that anyone producing a product should be aware of. It is full of illustrations that help the reader connect with the information outlined in text.

This book is fantastic! I had to buy this for a package design class. It's the first book I had in college that I wanted to skip ahead and learn more before it was time to learn the material. It's a fantastic reference, once you are in the field. If you're going to buy a good package design book, this is it!

This book provides ample examples of the principles and considerations to make successful packaging. It's a helpful guide, and it gives history lessons as well.

Like it.

Very nice and very high resolution pictures with very good color quality

Definitely one of the most complete and detailed packaging books I've ever seen. The reading is enjoyable and have the most important points in packaging area. Great book about all you need to know from the sketch to the technical/production notes, labeling, printing process and all in the study of packaging. If you are a packaging lover this book shouldn't miss on your bookshelf.

The book is a very complete reference and has case study's from the last years. Excellent book i just would like kindle books would better their design.

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