

## <<什么是包装设计What Is Pack>>

### 图书基本信息

书名：<<什么是包装设计What Is Packaging Design>>

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### 内容概要

This is a highly visual, compact-format sourcebook, packed with top international packaging designers ' contemporary work, accompanied by essays on the surrounding issues.

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### 作者简介

Giles Calver is the cofounder, design strategist, and managing director of Lippa Pearce Design. He currently works with a broad range of clients developing brand and communication strategies. He lives and works in London.

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### 书籍目录

Issues The role of packaging An historical perspective Marketing considerations Packaging in the marketing mix Local versus global Measuring packaging design's success The retail environment Proprietary versus own brand Speed of selection Self-selection and assisted self-selection Packaging dynamics Brand manifestation Product differentiation Ranges and solo products Sector behavior Market positioning Environmental considerations LegislationAnatomy Anatomy Structural design Cartons Bottles Tubes Cans Tubs and jars Multi-packs Clamshells and blister packs CDs Gift packs Innovative formats Materials Surface graphics Branding Typography Information layout and hierarchy Back-of-pack Language Photography Illustration Color Symbols and icons Finishes and effects Weights, measures, and barcodesPortfoliosEtcetera

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