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Autor: Stewart, Bill

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Sinopsis

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Packaging design became established as a specialist discipline in the 1960s, yet few books have been published that offer sound practical advice for students. Now Bill Stewart describes the whole design process from concept creation to production, including the all-important considerations of brand development and the designer's obligations and responsibilities to the environment. The methods described mirror the design process widely adopted commercially, ensuring a relatively painless transformation from student to design practitioner.

This introduction to the subject is illustrated by a wide range of packaging examples and also includes useful tips and ideas for the designer. Concluding with a chapter on careers advice, the book will be of interest to all students involved with packaging, whether their specialism is structural or graphic design, product design, marketing, or consumer behavioral studies.