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Packaging is a form of branding and knowing how to make your product

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stand out amongst all the others on the shelves can be hard, so take a look at these 50 creative and unique packaging examples and tips to draw inspiration and learn how to make your packaging appeal to the masses.

50 Creative Packaging Design Ideas - Learn

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The global packaging market size has the potential to grow by \$278.59

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HI(NY) is a creative studio based in New York City, working in the areas of branding and graphic design in both digital and printed media. Founded in 2008 by Hitomi Watanabe Deluca and Iku Oyamada, HI(NY) works strategically with its clients which range from local small businesses to global corporations, to help solve problems sustainably and elegantly.

HI(NY) design by Hitomi Watanabe Deluca and Iku Oyamada

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Art & Design - The New York Times

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12 Secrets of New York's Central Park | Travel ...

Timothy Goodman has a lot of feelings. Maybe you've seen them plastered across the wall of a building in downtown New York City. Or perhaps you've worn them on a T-shirt you bought from Uniqlo last year. There's a pretty good chance you've liked them, if you're one of his 143,000 followers on Instag

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How well a product is packaged can make or break its commercial success. The latest volume in Rockport's popular Design Secrets series is a hands-on sourcebook for designers in any industry. Design Secrets: Packaging deconstructs 50 projects—ranging from food and beverages to gift sets to electronics -- to illuminate some of the best thinking in this challenging arena. Unlike showcase volumes that present only the finished design, this book goes behind the scenes to highlight the entire design process, from how the idea was initially conceived to the techniques and trade secrets that produced the end result. Each project profile includes original sketches, computer visuals, color photographs, and other images, so designers can both see and understand how these award-winning designs came to life. Filled with inspiration and professional tips, Design Secrets: Packaging will help designers -- and the clients and marketers they work with -- wrap any product in the perfect design. The Design Secrets series brings you inside the intriguing process of design. Unlike other design books that only show the final product, this series profiles design projects in detail, from concept to completion and all the stages in between, seasoned with the designer's insights and inspirations. Each volume presents 50 successful projects, created by leaders in the design field.

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An in-depth exploration of 50 different cases of succesful packaging.

An encyclopaedic guide to production techniques and materials for product and industrial designers, engineers, and architects. Today's product designers are presented with a myriad of choices when creating their work and preparing it for manufacture. They have to be knowledgeable about a vast repertoire of processes, ranging from what used to be known as traditional "crafts" to the latest technology, to enable their designs to be manufactured effectively and efficiently. Information on the internet about such processes is often unreliable, and search engines do not usefully organize material for designers. This fundamental new resource explores innovative production techniques and materials that are having an impact on the design industry worldwide. Organized into four easily referenced parts—Forming, Cutting, Joining, and Finishing—over seventy manufacturing processes are explained in depth with full technical descriptions; analyses of the typical applications, design opportunities, and considerations each process offers; and information on cost, speed, and environmental impact. The accompanying step-by-step case studies look at a product or component

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being manufactured at a leading international supplier. A directory of more than fifty materials includes a detailed technical profile, images of typical applications and finishes, and an overview of each material's design characteristics. With some 1,200 color photographs and technical illustrations, specially commissioned for this book, this is the definitive reference for product designers, 3D designers, engineers, and architects who need a convenient, highly accessible, and practical reference.

The essential packaging design resource, now with more patterns than ever! For more than two decades, The Packaging Designer's Book of Patterns has served as an indispensable source of ideas and practical solutions for a wide range of packaging design challenges. This Fourth Edition offers more than 600 patterns and structural designs—more than any other book—all drawn to scale and ready to be traced, scanned, or photocopied. Online access to the patterns in digital format allows readers to immediately use any pattern in the most common software programs, including Adobe Photoshop and Illustrator. Every pattern has been test-constructed to verify dimensional accuracy. The patterns can be scaled to suit particular specifications—many are easily converted to alternate uses—and most details are easily customizable. Features of this Fourth Edition

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include: More than 55 new patterns added to this edition—over 600 patterns in all A broad array of patterns for folding cartons, trays, tubes, sleeves, wraps, folders, rigid boxes, corrugated containers, and point-of-purchase displays Proven, scalable patterns that save hours of research and trial-and-error design Packaging patterns that are based on the use of 100% recyclable materials Includes access to a password protected website that contains all 600+ patterns in digital form for immediate use Comprehensive and up to date, The Packaging Designer's Book of Patterns, Fourth Edition enables packaging, display, and graphic designers and students to achieve project-specific design objectives with precision and confidence.

"Fifty products from the winners of the Industrial Design Excellence Awards are deconstructed ... Here are the latest products and the design heat that went into their creation"--Jacket.

Ever wonder who wrangles the animals during a movie shoot? What it takes to be a brewmaster? How that play-by-play announcer got his job? What it is like to be a secret shopper? The new.

50 Trade Secrets of Great Design: Packaging looks behind the scenes at fifty commercial product package designs, revealing how designers

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work with clients from concept to completion. A wealth of working drawings, computer visuals, thumbnail sketches, and color photographs demonstrate the formation of each concept and how the final design was executed.

New in Paperback! Furniture design is a complex art. Traditionally, techniques of the craft have been passed down from master to apprentice, but these days that is less and less the case in contemporary design. Students are now required to take courses and figure out much of it themselves. This book, as with others in the Design Secrets series, takes readers into the studio and reveals tips and techniques as well as the inspiration that brought the concept to life. Many graphic and product designers are crossing into furniture design, including Karim Rashid, a designer of product, space, light, and fashion, and Todd Oldham, a photographer, graphic designer, product designer, interior designer, and influence in film/video and TV. Oldham is now the star designer at Lazy Boy—a company that has experienced a remarkable rebirth and revamp. Design Secrets: Furniture shadows similar success stories by showcasing award-winning furniture designs from around the world. Each profile is complete with sketches, notes, and interim iterations revealing how the final piece came to be.

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In this installment in Rockport's popular Design Secrets series, readers are invited inside the creative process that goes into designing a winning layout. This book features 50 real-life layout design projects and looks behind the scenes, uncovering the design processes that produced the end results. Original plans, sketches, visuals, interim drawings, and presentations, each accompanied by informative text and captions, show how designers present their ideas and solve problems. Each featured design project is shown in detail from concept to completion and all the stages in between. Rodney J. Moore focuses on the layout process for a wide variety of real-life graphic design projects, exploring the hows and whys of the layout's final look. He answers questions such as: Where did the idea come from? Why did the designer approach the problem this way? What failures did the designer encounter along the way? How did the designer achieve the end result? This book provides an over-the-shoulder perspective on the design process for 50 hardworking layouts.

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