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1,000 Package Designs (mini): A Comprehensive Guide To Packing It In (1000 Series)



Synopsis

Packaging is everywhere you look—it's in your refrigerator, your medicine cabinet, your closets, on the streets, in the stores, etc. Putting together a compendium of 1,000 of the best packages will offer designers a true array of inspiration and illustrate why people make the buying choices they make. The package of a product often times makes or breaks a sale—consumers are drawn to certain colors, graphics, and shapes, and this book will have plenty to offer of all three. This will be the ninth book in the 1,000 series following 1,000 Bags, Tags & Labels, 1,000 Greetings, 1,000 Graphic Elements, 1,000 Type Treatments, 1,000 Icons, Symbols + Pictograms

Book Information

Series: 1000 Series

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Average Customer Review: 4.0 out of 5 stars— See all reviews— (14 customer reviews)

Best Sellers Rank: #1,069,205 in Books (See Top 100 in Books) #57 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Packaging #445 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #4271 in Books > Arts & Photography > Graphic Design > Commercial

Customer Reviews

when i need some design inspiration for packaging, this book is great to flip through. Beautiful packaging featured throughout and beats me having to search online for that swipe i knew i had but just couldn't find... it's there at hand when I need it!

Packaging and presentation are key to sales and this book gives great examples of brands that you may know or may not know but it shows how true it is that you can have a great package but the design can take your product a longer way.

This little book is perfect! Its small and compact and I can carry inspiration around with me wherever

I go when I need some design ideas. Being a Package Designer it helps me to see whats out there and how I can impact it differently. Rockport always has the best collections of whats now and whats good! Definitely Recommend!

There was no explanation of the features that make any of the designs attractive or the proper usage for different designs, nor was there an explanation of the rating or why these were included.

A great compilation of great products and above all of great package designs!! recommend it to everyone who wants to see how a product cad be transformed with a great package!

It came to be almost a pocket size book...with a nice cover....and quite good examples of package design...Anyway I think it is a useful reference...

This book is amazing. So many great packages in this book. I highly recommend getting this if you love packaging and want some awesome inspiration.

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