



# Package Design Workbook: The Art and Science of Successful Packaging

*Steven DuPuis, John Silva*

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## **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.

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