

<<包装你的生活>>

图书基本信息

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前言

You do know a great package when you see one. But what makes it great ?
Packaging design : infact : is an act of balancing between creativity and functionality. The following story focuses on the visual side of the package : its graphic appeal : not that much on package engineering. First : your new package has to be distinctive : really stand out. That is a pure challenge of creativity : to come up with something nobody else has done before. Sometime that means extraordinary boldness : pushing the limits : solutions that are larger than life. An orange juice carton that is more orange than the fruit : machine oil package that is science fiction by itself.

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内容概要

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书籍目录

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