

Contents

Preface vii

Acknowledgments viii

1 **The History** **1**

The Growth of Trade 3

Emerging Communication 4

Early Commercial Expansion 5

The Industrial Revolution 10

Mass Production 12

Mid-Century Expansion 21

Consumer Protections 29

The Packaging Design Firm 29

New Refinements in Packaging Design 32

Changing Times and Values 35

2 Defining Packaging Design **39**

What is Packaging Design? 39

Culture and Values 41

Target Market 42

Packaging Design and Brand 43

Fundamental Principles of
Two-Dimensional Design 55

Packaging Design Objectives 58

3 Elements of the Packaging Design **64**

The Primary Display Panel 64

Typography 65

Color 83

Imagery 91

Structure, Materials, and Sustainability 104

Production 128

Legal and Regulatory Issues 143

4 The Design Process 148

Predesign 148

Beginning the Assignment 151

Phase 1:
Observation, Immersion, and Discovery 153

Phase 2:
Design Strategy 158

Phase 3:
Design Development 175

Phase 4:
Design Refinement 196

Phase 5:
Design Finalization and Preproduction 198

Retail Reality 198

Key Points about the Design Process 200

5 The Packaging Design Profession 201

The Stakeholders 201

Managing the Business 213

Entering the Profession 217

Glossary 223

APPENDIX A

Consumer Product Categories 230

APPENDIX B

Materials And Tools 232

Bibliography 233

Professional Credits 235

Figure Credits 237

Index 239