



angelpatchellbooks

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100's visual PACKAGING & LABELS

By Ann Ford & Matt Woolman

£18.99 / \$34.95

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176 pages, 8" x 8"

Over 400 full-colour illus

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GRAPHIC DESIGN

Readership: Graphic designers

- attached FREE CD with packaging templates for Mac & PC



Publicity:

Reviews in all the graphic art magazines and on-line resource educational sites.

Description:

This book is jam packed with 100's of innovative international examples of packaging and label design. This book gives you the visual inspiration you need to create the design meet your client brief.

This book is a bible for anyone serious about graphic design. All the templates demonstrate how to cut and fold paper into containers, boxes, and packages that are functional, attractive, and well designed. The fact that the book comes with a DVD of Illustrator / Freehand templates makes this book practical and a complete solution to your design project.

Packaging is an important factor in any retail environment and a key element in most marketing strategies. Consumers react immediately to package shapes, and are influenced by them when making buying decisions.

An attached FREE DVD has packaging templates to show how format crosses to the screen medium - a must in today's multi-media world.

