

PACKAGINGDESIGN

Successful Product Branding from Concept to Shelf

Marianne Rosner Klimchuk and Sandra A. Krasovec



CONTENTS

		Asknowledgments		VIII
		Acknowledgments		
		Foreword . , , , ,		IX
		Preface		X
CHAPTER	4	ACCOUNTING FOR THE BACT		1
CHAPIEK	1	ACCOUNTING FOR THE PAST		-
		Developments through Emerging Societies ,		1
		Capitalism through the Ages		2
		History of Writing , ,		з
		Printing ,		4
		The Beginnings of Visual Communication		4
		Industrialization	. ,	. , 5
		Early Branding		. , 12
		Lithography		13
		The New Economy		. 14
		Twentieth-Century Developments		. 16
		The Growth of the Packaging Design Business .		20
		Consumer Protection		23
		Advancements in Packaging Design		. 24
		Ending a Century		. 29
		Design Today ,		. 30
		Boolgii roday ,		
CHAPTER	2	DEFINING PACKAGING DESIGN		3 3
OUNTIEN	<i>t.</i>			
		Packaging Design as Communication		. 33
		Packaging Design in the Marketing Mix		. 35
		Reaching the Target Market , ,		36
		Proprietary Features ,		37
		Packaging Design and the Brand		. , 38
		Brand Evolution		39
		Brand Identity		40
		Brand Promise		. 40
		Brand Equity		42
		Brand Loyalty		43
		Brand Repositioning		. 44
		Brand Extension		44
		Packaging Design and Society.		46
		Packaging Design Objectives		
		, astronging = sorgin objectives		
CHAPTER	4	THE STAKEHOLDERS		53
UIRLILN	U			
		The Stakeholders in Packaging Design		
		Professional Roles		. , 55
		Checklist of What Every Designer Needs to Know		61
		Strategic Services		62
		Consumer Product Categories		64
		Professional Profiles		65
		Lisa Francella		66
		Debbie Millman		. , 68
		Dean Lindsay		70
		Adrienne Muken.		72
		Jason Lombardo		74
		Carson Ahlman		76

CHAPTER	4	DESIGN FUNDAMENTALS Basic Design Principles	79 . 81 . 82 . 82 . 85
CHAPTER	5	Typography and Kerning	. 89 . 90 . 92
CHAPTER	6	COMMUNICATING WITH COLOR Basics of Color Color Terminology Color Distinguishes the Packaging Design Color Associations Vary Brand Building and Color Owning Color in Packaging Design Color Forecasting and Trends Color on the Computer Screen. Packaging Design and Color in Retail Key Points about Color	105 106 107 108 112 115 116 117 118 118
CHAPTER	7	COMMUNICATING WITH IMAGERY Imagery and Cultural Perception	119 119 123 125 126 126 128 131 132 134 136
CHAPTER	8	STRUCTURES AND MATERIALS Structures and Materials in Packaging Design Paperboard Corrugated Paperboard Folding Cartons Folding Carton Styles Set-Up Boxes Canisters Other Paper and Paperboard Structures	137 140 141 142 142 143 144

	Plastics	46
	Blister Packs	50
	Glass	52
	Metal. , ,	54
	Cans	54
	Tubes ,	56
	Flexible Packaging	56
		58
	Closures	59
	Stock Packaging	59
		60
	Model Making , , , ,	61
		61
	New Material Technologies	61
		64
	•	
CHAPTER	9 PLANNING FOR PRODUCTION 16	3 5
		65
		66
	·	66
		67
		68
	3	69
		72
		72
		72
	Color and Printing	73
		74
	Printing Processes	74
		77
	Production Follow-Through	82
		82
CHAPTER	10 THE DESIGN PROCESS 18	33
		83
	· · · · · · · · · · · · · · · · · · ·	84
		84
	Determining Fees	85
	Agreement of Terms	86
	Beginning the Assignment	86
		87
	Category Analysis	88
	· · · · · · · · · · · · · · · · · · ·	88
	Brand Name. , , , , , , , , , , , 1	88
	Name Generation	89
	Visual References or "Swipes"	90
	·	91
	Phase 2: Preliminary Design	93
	Beginning a Design Strategy	93
	Brainstorming and Ideation Sessions	93

		Concepts and Strategies	194
		Sketching in Black and White	196
		Logotype Development	196
		Thumbnail Development	197
		Initial Layouts	198
			199
		Visual Hierarchy	203
		Phase 3: Design Development	207
		General Guidelines for Net Weight or Product Contents.	211
		Comprehensives	211
		Research	215
		Phase 4: Final Design Refinement	216
		Billboard	216
		Phase 5: Pre-Production and Digital Mechanicals	219
		Production Checklist	219
		Key Points about the Design Process	220
CHAPTER	11	CONSIDERING THE ENVIRONMENT	221
		The Three "R's"	221
		Packaging and Life-Cycle Assessment	
		The LCA Process	223
		Environmental Factors	224
		0 5 1 0	
		Source Reduction	220
		Waste Management	226
		Waste Management	
		Waste Management	226
		Waste Management	226 228
CHAPTER	12	Waste Management	226 228 230
CHAPTER	12	Waste Management	226 228 230 231
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues	226 228 230 231 231
CHAPTER	12	Waste Management	226 228 230 231 231 232
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide.	226 228 230 231 231 232 235
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points	226 228 230 2 3 1 231 232 235 241
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology	226 228 230 231 231 232 235 241 241
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights	226 228 230 231 231 232 235 241 241 243
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design.	226 228 230 231 231 232 235 241 241 243 245
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design.	226 228 230 231 231 232 235 241 241 243 245
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design.	226 228 230 231 231 232 235 241 241 243 245
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design. Key Points about Legal Issues.	226 228 230 231 231 232 235 241 241 243 245 246
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design. Key Points about Legal Issues. APPENDIX A Creating a Folding Carton Comp	226 228 230 231 231 232 235 241 241 243 245 246
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design. Key Points about Legal Issues. APPENDIX A Creating a Folding Carton Comp APPENDIX B Packaging Design Portfolio	226 228 230 231 231 232 235 241 243 245 246
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design. Key Points about Legal Issues. APPENDIX A Creating a Folding Carton Comp APPENDIX B Packaging Design Portfolio APPENDIX C Professional Sources	226 228 230 231 231 232 235 241 241 243 245 246
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design. Key Points about Legal Issues. APPENDIX A Creating a Folding Carton Comp APPENDIX B Packaging Design Portfolio APPENDIX C Professional Sources Bibliography.	226 228 230 231 231 232 235 241 241 243 245 246 247 250 251 252
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design. Key Points about Legal Issues. APPENDIX A Creating a Folding Carton Comp APPENDIX B Packaging Design Portfolio APPENDIX C Professional Sources Bibliography. Glossary.	226 228 230 231 231 232 235 241 241 243 245 246 247 250 251 252 254
CHAPTER	12	Waste Management Creating Change Key Points about the Environment. UNDERSTANDING LEGAL ISSUES Understanding Legal Issues Laws and Regulatory Agencies Excerpts from the FDA Food Labeling Guide. FDA Additional Points FDA Terminology Intellectual Property Rights Counterfeiting and Packaging Design. Key Points about Legal Issues. APPENDIX A Creating a Folding Carton Comp APPENDIX B Packaging Design Portfolio APPENDIX C Professional Sources Bibliography.	226 228 230 231 231 232 235 241 243 245 246 247 250 251 252 254

.