

GET THE BRIEF RIGHT  
DESIGN FOR THE CUSTOMER, NOT FOR YOURSELF  
ORGANIZING A PRODUCT RANGE  
DESIGNING FOR A PRIVATE LABEL  
DESIGNING FOR DISPLAY  
RELEVANCE IN PACKAGE DESIGN  
RESEARCH THE OPTIONS  
GLASS AND BOTTLE DESIGN  
CARDBOARD  
METAL  
PLASTIC  
WRAPPERS  
INNOVATIVE MATERIALS  
BRAND GUIDELINES THAT INCLUDE SHAPE  
FORM DEFINES FUNCTION, AND FUNCTION DEFINES FORM  
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SPECIAL FOLDS  
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DESIGNING A LABEL  
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HOME AND GARDEN  
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OFFICE AND ART SUPPLIES  
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SUSTAINABLE PRACTICES  
SUSTAINABLE PRINTING  
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MULTIUSE PACKAGING  
BIODEGRADABLE AND RECYCLABLE PACKAGES  
CREATE AN EMOTIONAL CONNECTION  
TELL A STORY  
SETTING THE RIGHT TONE  
PLAYFUL DESIGN  
METAPHORS AND SIMILES  
HUMOR AND WIT  
PROVIDE INFORMATION  
THE ART OF EXAGGERATION  
FAKE IT WITH FAUX  
ACHIEVING REALANCE

# Packaging Essentials

100 DESIGN PRINCIPLES FOR  
CREATING PACKAGES



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