

PACKAGING DESIGNS



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Packaging is something we're bombarded with on a daily basis. So creating an eye-catching packaging design that can be reproduced for years is a real challenge, especially with design trends now demanding biodegradable or renewable packaging. Now more than ever, packaging design matters. The designs

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Packaging design is the process of creating everything on the outside of a product that a consumer would buy at a store or online. This might include the container, any graphics or text on the package, as well as all labels and interior packaging.

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Packaging Design Packaging Digest

The IoPP Fundamentals of Packaging Professionals, Third Edition outlines that package design is composed of two separate components - structural and graphical. Prior to designing the package, attention should be focused on the product itself by anticipating end user wants and needs. The structural component entails the technical and physical requirements of the package.

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