The Packaging And Design Templates

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Packaging Structures Naomi Ferguson 2012 This book covers 142 unique and original packaging designs from all over the world that have drawn on the characteristics of the products in each case to generate innovative structures complemented with fresh and bold graphic design.

What is Packaging Design? Giles Calver 2007 Laying foundations and guidelines for best practice when designing contemporary packaging, this title tackles design basics such as format, layout and typography and takes into account genre-specific elements such as product information, branding, marketing and legislation.

Packaging Sustainability Wendy Jedlicka 2015-03-05 Packaging Sustainability Take the lead with sustainable package design solutions The classic role of packaging is to "Protect, Inform, and Sell." Today, packaging must do all that—but with minimal eco-impact. Packaging Sustainability: Tools, Systems, and Strategies for Innovative Package Design is a comprehensive guide to thinking outside the box to create practical, cost-effective, and eco-responsible packaging. With a broad range of contributions from pioneers of sustainability, Packaging Sustainability not only describes the concepts of sustainability but reveals the logic behind them, providing you with the tools to sift through and adapt to the ever changing barrage of materials, services, regulations, and mandates. The book: Enables the designer to make smart, informed decisions at all points throughout the packaging design process Offers a comprehensive overview of sustainable packaging design issues from leading practitioners, designers, engineers, marketers, psychologists, and ecologists Describes materials and processes in current use and helps the reader understand how they interconnect With solid information and actionable ideas, Packaging Sustainability gives you all the tools for maximizing a product's shelf impact—while minimizing its ecological footprint.

New Structural Packaging Josep M. Garrofé 2020-04 In this updated edition featuring new projects, the renowned studio Garrofé showcases its most versatile and outstanding packaging-design projects. The book comes with links to copyright free vector-based templates and dielines.

Structural Packaging Josep M. Garrofé 2005 "More than 1,000 images showing the processes of creation, design and assembly of a selection of innovative packaging. A sample of the most important and exceptional projects of promotional packaging, shown on three different levels, depneding on their complexity and grouped according to their features and business area: bottles, food, textile, Christmas cards, jewellery, decoration, spare time, writing, folders, chocolate, cosmetics, presents,

merchandising, editorial."--Back cover.

Managing Packaging Design for Sustainable Development Daniel Hellstr?m 2017-01-17 Packaging design is a powerful vehicle for making our lives friendlier, our planet greener and our businesses richer. It is an essential link between the producer and the customer, where it contributes to the positioning and presentation of a product; and on many occasions, the use of the product after purchase. What is missing is a compass that can guide practitioners in the right direction. This is particularly so in the field of packaging where the routes you take may contradict rather than contribute to sustainable development. Managing Packaging Design for Sustainable Development: A Compass for Strategic Directions emphasizes the need to rethink packaging system design, by presenting a strategic packaging design tool; a compass. The compass encourages you to go off-road, to develop and innovate, and to remake the packaging design solution that previously was best practice. Theory and practical applications are balanced by outlining the most crucial tenets of packaging design for sustainability and by illustrating wide range of real-life cases that will inspire and challenge the mindsets of those who apply the compass in packaging design related projects. This is a must-have book for designers, engineers, logisticians, marketers, supply chain professionals and other managers who seek guidance on sustainable solutions through packaging design. About the Authors Daniel Hellström and Annika Olsson with contributions from Fredrik Nilsson, Department of Design Sciences, Lund University, Sweden

The Packaging and Design Templates Sourcebook Luke Herriot 2008

The Big Book of Packaging Prototypes Edward Denison 2010 Provides a visual catalyst for the creation of packaging designs. This book demonstrates the huge variety of packaging possibilities. It includes photographed finished models. It details the principles of packaging, along with the issues and challenges faced by contemporary packaging designers.

Sketch Fashion Book Dazenmonk Designs 2019-05-23 This simple, stylish, and useful drawing notebook has been beautifully hand-designed as a Birthday, Christmas, Valentine's present or general gift to everyone. Bring your inspirations to life. This sketchbook is packed with lightly rendered figures in varied poses. The perfect gift for fashion design students and every creative fashionista in your life! This is a handy sketchpad to help budding artists and painters put their imagination onto paper. 8.5x11in; 140 Pages Reliable standards: Book industry perfect binding (the same standard binding as the books in your local library). Tough paperback and crisp white paper that minimizes ink bleed-through. The book is great for either pen or pencil users Journals, planners, and notebooks are the perfect Gifts for any occasion. So, what are you waiting for? Click the BUY button at the top of the page to begin. And don't forget to check out our other notebooks and journals (DaZenMonk Designs). Thank you and hope this sketchpad helps all amazing artists in the world in every way possible!

More Packaging Prototypes Edward Denison 2006 A follow-up to the successful Packaging Prototypes, More Packaging Prototypes acts a visual catalyst in the creation and production of exciting and innovative design. It is an invaluable tool for anyone working in packaging design. The diverse range of carton templates demonstrates the huge variety of packaging possibilities, and the beautifully photographed examples of the finished models inspire the imagination. Each design is accompanied by detailed notes that list its product suitability and distinguishing features. A system of icons provides quickly accessed information on a multiplicity of areas, from the design's ecological implications to its material suitability. Introductory text reviews the principles behind packaging, explores the concerns of packaging designers, and examines what makes a classic package. The various types of carton closure

are detailed, and common materials listed.

Abduzeedo Inspiration Guide for Designers Fábio Sasso 2011-05-19 Brazilian designer Fábio Sasso, who has wildly popular design blog Abduzeedo, has created the definitive guide to design. This book features interviews with designers and offers tutorials on various design styles, an extension of what he does with his site abduzeedo.com. Each chapter addresses a particular style, e.g., Vintage, Neo-surrealism, Retro 80s, Light Effects, Collage, Vector, and starts off with an explanation about the style and techniques that go into that style. Next, the Abduzeedo Design Guide shows images from different visual artists illustrating each style. Fábio interviews a master of each style, such as, in the case of Retro Art, James White. Then he wraps up the chapter with a tutorial showing the elements and techniques for creating that style in Photoshop. Meant for beginning to intermediate designers as well as more experienced designers looking for inspiration, the book focuses on styles that can be applied both to web or print.

Designing Sustainable Packaging Scott Boylston 2009-04-29 This is a practical book on creating packaging prototypes that reflect sustainable and ecologically sound principles. It challenges the next generation of graphic designers to re-envision packaging design as a less environmentally destructive practice than it presently is, and examines an array of techniques and methodologies for creating innovative and sustainable packaging designs, from first concept to final production. The book is organized into two distinct sections embracing first the theory, including many case studies, and then the practice of eco-friendly packaging design. In the first part of the book, after introducing the student to the background of packaging design and its purpose, the author focuses on issues of sustainability. Through a series of case studies and interviews he looks at some of the companies that are leading the way in sustainable packaging. The second part of the book provides practical information on creating eco-friendly packaging and follows various projects through, step by step.

Creative Packaging Structures Sendpoints Publishing Co. 2015 This book focuses on packaging structure design, showcasing various design projects in three chapters. Chapter 1, Basic Packaging Structures: Basic information, collects knowledge on the structural design of carton packaging. Chapter 2, Diagrams, collects 60 copyright free diagrams with die-cut outlines that can be applied in any package production. Chapter 3, Projects, collects 100 outstanding packaging design projects from around the world.

Fashion Sketchbook Figure Template Justyna_cleo 2021-04-09 You can be a fashion designer and create the wardrobe of your dream with The Fashion Sketchpad. Spend less time struggling to draw proportional figures and more time designing gorgeous looks: The Fashion Sketchpad is the ultimate fashion sketchbook for the aspiring designers who love to sketch clothes but don't have the skills (or the patience!) to draw proportional figures. This fashion design book is more than just a sketchpad. It has many additional features, including: With the figure templates, you don't need to be good at figure drawing, you can use the croquis as an outline and mark on your designs with details, and you'll get a great representation of your design. This Fashion Sketchbook is perfect for fashion designers and students to create their unique styles with the figures efficiently. There are many ways to use your sketchbooks: Creating your Fashion Illustration Easily Capturing your Inspiration Planning and recording your daily Outfits As your Fashion Diary Designing & Planning Garments This fashion sketchbook is perfect for Fashion Designer Fashion Illustrator Artist Fashion lover to plan and record their daily outfit Students learning fashion drawing People who want to create their unique design People who love sewing Now is the best time to get your paperback copy and start to create your own fashion design.

Packaging Illustrations Xia Jiajia 2016-04-27 Packaging Illustrations explores one of the most expressive forms of modern design: illustration. It covers a broad range of products that use both illustration and painting in their collateral, revealing how diverse and expressive artwork can be used to create a thematic experience through a brand's packaging. It includes projects from dozens of brands, such as packaging for jewellery studios and independent records. These examples follow designs from conceptual sketches through finalized artwork, making Packaging Illustrations an in-depth and inspirational resource.

Structural Package Designs Pepin van Roojen 2011 STRUCTURAL PACKAGE DESIGNS is a completely revised and expanded edition of the Pepin Press bestseller, Structural Package Design, and contains hundreds of great folding ideas and ready-to-use designs. All designs are 100% structurally accurate, scalable packaging templates that have been tested using state-of-the-art 3D packaging software. This book is an essential tool for anyone involved in the fields of graphic and industrial design, advertising, and printing. The enclosed CD contains the templates in various formats including EPS and PDF.

Packaging Essentials Candace Ellicott 2010-06-01 This book outlines and demonstrates basic package design guidelines and rules through 100 principles in the areas of research, planning, and execution. This book is a quick reference and primer on package design, and the principles that make design projects successful. Highly visual and appealing to beginning designers, students, and working designers as a resource. The content helps to establish the rules and guides designers in knowing when and where to bend them. Visual examples demonstrate each principle so readers can see the principle at work in applied design.

Package Design Workbook Steven DuPuis 2011-06 Steven DuPuis provides readers with a thoughtful packaging primer that covers the challenges of designing packaging for a competitive market in a very hardworking and relevant way. He addresses all aspects of the creative process, including choosing a package format, colours and materials, and final finishes.

Cut and Fold Techniques for Pop-Up Designs Paul Jackson 2014-02-17 Introducing techniques for making pop-ups from one sheet of card, the third title in this series on paper engineering takes folding techniques into the third dimension. Each chapter introduces a new technical idea and shows how that technique can be adapted in many different ways, or combined with techniques from earlier chapters. These 3-D techniques can be incorporated into any design where typography and/or illustration are used, including mail-shots, personal publicity, invitations, business cards and greetings cards. With their emphasis on surface design over complex cutting, the pop-ups have an instant appeal for designers. Following the elegant, easy-to-follow style of Paul Jackson's other titles for Laurence King, Cut and Fold Techniques for Pop-Up Designs is an essential resource for marketing professionals and design students.

Principles of Package Design Matthias Noback 2018-11-13 Apply design principles to your classes, preparing them for reuse. You will use package design principles to create packages that are just right in terms of cohesion and coupling, and are user- and maintainer-friendly at the same time. The first part of this book walks you through the five SOLID principles that will help you improve the design of your classes. The second part introduces you to the best practices of package design, and covers both package cohesion principles and package coupling principles. Cohesion principles show you which classes should be put together in a package, when to split packages, and if a combination of classes may

be considered a "package" in the first place. Package coupling principles help you choose the right dependencies and prevent wrong directions in the dependency graph of your packages. What You'll LearnApply the SOLID principles of class designDetermine if classes belong in the same packageKnow whether it is safe for packages to depend on each other Who This Book Is For Software developers with a broad range of experience in the field, who are looking for ways to reuse,share, and distribute their code

पैकेजिंग Haresh Pathak 1999 Packaging is an important feature in any retail environment and a key element in most marketing strategies. This book serves as a reference for structural package designs.

Book Design Made Simple Fiona Raven 2017-04 Book Design Made Simple gives DIY authors, small presses, and graphic designers-novices and experts alike-the power to design their own books. It's the first comprehensive book of its kind, explaining every step from installing Adobe� InDesign� right through to sending the files to press. For those who want to design their own books but have little idea how to proceed, Book Design Made Simple is a semester of book design instruction plus a publishing class rolled into one. Let two experts guide you through the process with easy step-by-step instructions, resulting in a professional-looking top-quality book

Paper Folding Templates for Print Design Trish Witkowski 2012-01-24 Paper Folding Templates for Print Design is a comprehensive visual resource for anyone who designs or produces folded materials for print and direct mail. Brought to you by the industry's authority on folding, Trish Witkowski of foldfactory.com, Trish provides content that is both enlightening and interesting to read. Based upon 15 years of studying and collecting folded materials from around the globe, she starts with folding basics and quickly moves on to trends, techniques and low budget tricks that will help you break out of your folding rut. On a budget? Paper Folding Templates will take you way beyond the tri-fold without breaking the bank. Got a special project? The high budget splurges chapter does not disappoint. Paper Folding Templates will surprise you with folded formats and techniques you've never thought of, and will introduce you to additional categories such as dimensional, proprietary and branded solutions. Trish also shares gorgeous full-color photos of selected pieces from her world-famous folding sample library in special gallery sections placed throughout the book.

The Packaging Designer's Book of Patterns László Roth 2012-12-07 The essential packaging design resource, now with more patterns than ever! For more than two decades, The Packaging Designer's Book of Patterns has served as an indispensable source of ideas and practical solutions for a wide range of packaging design challenges. This Fourth Edition offers more than 600 patterns and structural designs—more than any other book—all drawn to scale and ready to be traced, scanned, or photocopied. Online access to the patterns in digital format allows readers to immediately use any pattern in the most common software programs, including Adobe Photoshop and Illustrator. Every pattern has been test-constructed to verify dimensional accuracy. The patterns can be scaled to suit particular specifications—many are easily converted to alternate uses—and most details are easily customizable. Features of this Fourth Edition include: More than 55 new patterns added to this edition—over 600 patterns in all A broad array of patterns for folding cartons, trays, tubes, sleeves, wraps, folders, rigid boxes, corrugated containers, and point-of-purchase displays Proven, scalable patterns that save hours of research and trial-and-error design Packaging patterns that are based on the use of 100% recyclable materials Includes access to a password protected website that contains all 600+ patterns in digital form for immediate use Comprehensive and up to date, The Packaging Designer's Book of Patterns, Fourth Edition enables packaging, display, and graphic designers and students to achieve project-specific design objectives with precision and confidence.

Packaging Templates Hai Ju 2009 'Packaging Templates' is a publication and its primary purpose is to provide solutions to the widest range of packaging needs possible. This guide presents in one volume a range of packaging templates capable of meeting the requirements of virtually any commercial or retail use. 'Packaging Templates' is a book of encyclopedic proportions that also provides information on international standards of packaging, a lexicon of terms and expressions, an up to the minute survey of locking techniques, and an overview of basic pack structures.

The Detox Miracle Sourcebook Robert Morse 2012-01-24 The Detox Miracle Sourcebook shows you how to cleanse your body of the poisons that are destroying your health, and start the process of complete cellular regeneration that leads to true healing. Based on 30 years of clinical experience, treating thousands of people with conditions ranging from OVERWEIGHT to CANCER, Dr. Robert Morse reveals his ultimate healing system – the Detox Miracle! • Covers the A-Z of Detoxification, including: Why do it? When to do it? What to expect? How it works, and how long it takes. • Explains the uses of specific raw foods and herbs for cleansing and healing every organ, system, and unbalanced condition in the body. • Details the interface of body, mind and soul in the achievement of lifelong health. • Presents the Detox Miracle Diet, and how to adapt it for life. • Includes dozens of easy-to-use References: lists of herbs, herbal formulas, properties of foods, minerals, phytochemicals, and cell salts, etc.; along with raw food recipes; a detailed Index; broad-based Resource Guide; and extensive Glossary and Bibliography. ONE THING I KNOW about Dr. Morse is that he has walked his talk. This amazing book leads you step-by-step through every facet of detoxification and vitality building. A treasure chest of information for the beginner and the advanced health-seeker alike. -David Wolfe, CEO:www.rawfood.com, author of The Sunfood Diet Success System and Eating for Beauty. EXTREMELY PRACTICAL; a most informative tool. Helping others to help themselves through education provides a lasting impression upon their overall health. What better way to serve the Lord than to educate the masses. -Gary L. Axley, N.M.D., D.O.; president of Southern College of Naturopathic Medicine. CAREFULLY RESEARCHED. A "must" for the professional practitioner as well as for the layperson. Destined to become a classic. -Donald Vesser Bodeen, D.C., Ph.D. I HAVE USED DR.MORSE'S program and his herbs with many cases over the years, and with great success. This method is the real healing method for today and the future. -William Christner, N.D., C.M. THE STUDY OF THIS BOOK will be a spiritual, mental, and physical blessing for complete body health. Thank you, Dr. Morse, for a wonderful book! -Dr. Ed David, N.D., Health Education Center. Natural Health $29.95 HOHM PRESS The Detox Miracle Sourcebook MORSE

Packaging Notes from the DE519N Desk Brian Johnston 2020-05-17 From industry terms and mathematical equations, to retail display guidelines and press sizes, this book is a quick reference guide to almost anything you will need in your library of information as a Structural Packaging Designer, focusing primarily on the corrugated side of packaging materials. This book consists of information and notes that have been accumulated from over twenty years experience in the Packaging Industry as a Structural Designer. Whether you are a veteran in the industry, or a student just starting out, this book will be a handy resource of guidelines that will assist you along your journey. What can you find inside? - Calculating basis weights of materials, cubic volumes, and stacking strengths - Shipping volumes for Transport Trucks and Sea Containers - Design Thinking and Tips - Box Standards and their tolerances And much more.

Best Practices for Graphic Designers, Packaging Grip 2013-12-15 DIVGain strategic insights on all aspects of package design. From starting with a blank slate all the way up to a finished product, learn the steps of executing effective package design solutions. /div

Experimental Formats & Packaging Roger Fawcett-Tang 2004 Experimental Formats/Experimental Packaging combines two highly successful titles from the same series. Experimental Formats examines the shape and size of the designed page and reveals how decisions made at this initial stage of the design process have a huge impact on the finished design. Today with so much information being projected through screen in a conventional horizontal format, it is appealing to see shapes that are more unusual and more stimulating. Provides examples of how contemporary designers are pushing the boundaries in this area and explores exciting questions such as how to make a book that does not look like a book. Experimental Packaging features examples by designers who break all the conventional rules by creating unique pieces of structural art. New concepts are illustrated with templates and diagrams. There are ten templates included, adaptable for use with some of the unusual materials featured in the book.

Packaging Design Marianne R. Klimchuk 2013-01-14 "Now in full-color throughout, the second edition of Packaging Design offers fully up-to-date coverage of the entire packaging design process, including the business of packaging design, design principles, the creative process, and pre-production and production issues. New chapters cover topics related to branding, business strategies, social responsibility, and sustainability. All new case studies and examples illustrate every phase of the process, making this the single most important guide for designers on how to create successful packaging designs that serve as the marketing vehicle for consumer products"--Provided by publisher.

Functional Packaging Prototypes Jinming Chen 2007-01 A collection of 150 examples of creative packaging. CD-ROM includes packaging templates that can be modified for reader's purposes.

The Intuition Journal Jo Chun Yan 2019-11-12 A calming daily companion to help you connect to your higher inner wisdom and live more in alignment with your heart - feeling more decisive, creative, fulfilled and at peace, with crystal clarity on how to achieve your goals and dreams. At its core, intuition is the act of conscious listening - to our body, to the whispers of our heart, to the moments of inspired insight that come to us. This beautiful, understated journal has been specially designed to encourage you to 'listen' more, get to know yourself better and really explore and honour your most heartfelt wishes and desires. A brief introduction explores what intuition really means, the importance of rituals and the path that the journal will take you on. The rest of the journal is then divided into four sections: Preparing Sacred Ground, Nurturing the Seed, Evolving into Seedlings and Flourishing in Full Bloom. Each of these nature-inspired sections covers 13 weeks, with each week focusing on a particular aspect of intuition and growth, from recognizing what you need to let go of in life, to exploring both the light and shadow aspects of yourself, to envisaging what you feel most drawn to nurture. A combination of thought-provoking insights, playful interactive prompts, nourishing guided rituals and space for daily reflections allows users to both tune into intuitive moments and decide on intuitive actions. By spending time with the journal each day, readers will embark on a journey of continuous positive perspective shifts, not unlike a meditation practice, that will ultimately help them lead a more meaningful, purpose-filled life.

The Packaging and Design Templates Sourcebook 2 Luke Herriott 2010-09-01 This is the eagerly anticipated follow-up to the bestselling The Packaging and Design Templates Sourcebook. With 100% new content The Packaging and Design Templates Sourcebook 2 is guaranteed to repeat the runaway success of the original volume. This indispensable sourcebook features 100 new, innovative, and classic packaging and paper engineering ideas across a variety of end uses, with detailed templates showing how to copy, fold, construct, and complete them from widely available materials. The accompanying CD features all of the templates as copyright-free, editable EPS files making The Packaging and Design

Templates Sourcebook 2 an invaluable resource for designer, design students, and crafters.

Fancy Packaging Pepin Van Roojen 2010 FANCY PACKAGING, the fourth volume of a new series of packaging books ¿ Structural Package Design ¿ , contains 200 fancy designs. This volume is jam-packed with 100% structurally accurate, scalable packaging templates. The CDs also included a demo version of packaging software which folds and tests two-dimensional templates in 3-D.

Packaging Design Mark Dofil 2017-03-20 Packaging design ideas and inspiration.Looking for design inspiration? stuck on a project or still looking for a suitable angle to overcome creative block?It's time to expand your creative horizons and find design inspiration for future design projects.in this book you will find beautiful packaging design to get your creative flowing.

The packaging and design templates sourcebook 2007

The Packaging and Design Templates Sourcebook Luke Herriott 2007-04-01 A practical and inspirational resource book of templates. The Packaging Templates Sourcebook presents a stunning showcase of 140 new, innovative and classic packaging and paper engineering ideas across a variety of areas. Accompanying each project is a detailed template, which shows the reader how to copy, fold and construct each project from material that is widely available. The book will provide a source of inspiration for graphic and packaging designers, both student and professional alike, as it explores the fundamentals of a package at its most basic level. Covering areas as diverse as food and drink, product packaging, promotional material, CDs and DVDs, books, retail and stationary, it is a completely comprehensive guide. The book also includes gatefold templates, some insert card packaging concepts, and a CD-Rom of templates and finished packages, allowing designers to create presentations for their clients.

Microservices Patterns Chris Richardson 2018-10-27 "A comprehensive overview of the challenges teams face when moving to microservices, with industry-tested solutions to these problems." - Tim Moore, Lightbend 44 reusable patterns to develop and deploy reliable production-quality microservices-based applications, with worked examples in Java Key Features 44 design patterns for building and deploying microservices applications Drawing on decades of unique experience from author and microservice architecture pioneer Chris Richardson A pragmatic approach to the benefits and the drawbacks of microservices architecture Solve service decomposition, transaction management, and inter-service communication Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About The Book Microservices Patterns teaches you 44 reusable patterns to reliably develop and deploy production-quality microservices-based applications. This invaluable set of design patterns builds on decades of distributed system experience, adding new patterns for composing services into systems that scale and perform under real-world conditions. More than just a patterns catalog, this practical guide with worked examples offers industry-tested advice to help you design, implement, test, and deploy your microservices-based application. What You Will Learn How (and why!) to use microservices architecture Service decomposition strategies Transaction management and querying patterns Effective testing strategies Deployment patterns This Book Is Written For Written for enterprise developers familiar with standard enterprise application architecture. Examples are in Java. About The Author Chris Richardson is a Java Champion, a JavaOne rock star, author of Manning's POJOs in Action, and creator of the original CloudFoundry.com. Table of Contents Escaping monolithic hell Decomposition strategies Interprocess communication in a microservice architecture Managing transactions with sagas Designing business logic in a microservice architecture Developing business logic with event sourcing Implementing queries in a microservice

architecture External API patterns Testing microservices: part 1 Testing microservices: part 2 Developing production-ready services Deploying microservices Refactoring to microservices

Corrugated Paper Packaging & Structure Design Richars Meza 2018-06-30 With an increasing awareness in environmental sustainability, corrugated paper gets more and more popular in product packaging. It is a green material, thin, light-weighted, low-cost, with a high intensity and easy to fold into various structures for the convenience of transportation. Moreover, it has the perfect surface for quality printing and can be recycled and reused. Corrugated paper packaging can be seen everywhere in our daily life: food & beverage, stationery, commodities, electronic products, industrial equipment ... including packages for both selling and transportation. The book collected 128 corrugated paper packaging design projects, showcasing the most cutting-edge packaging design trends.

Structural Packaging Paul Jackson 2012-02-13 Unlike other packaging titles, which simply provide templates to copy, this book enables designers of all packaging types to create 3-D packaging forms that are specific to their needs rather than based on an existing design. It teaches a simple 'net' construction system – a one-piece 2-D configuration of card seen when a 3-D package is opened out and flattened – which enables the designer to create a huge number of very strong 3-D packaging forms that are both practical and imaginative. Each chapter concludes with photographs and net drawings of 6–10 creative examples of packaging designs made using the principles outlined in the preceding chapter. Structural Packaging gives the reader an understanding of the underlying principles of packaging construction and the technical knowledge and confidence to develop a greater number of their own unusual and innovative designs than any comparable book. Download the crease diagrams from the book for free at www.laurenceking.com