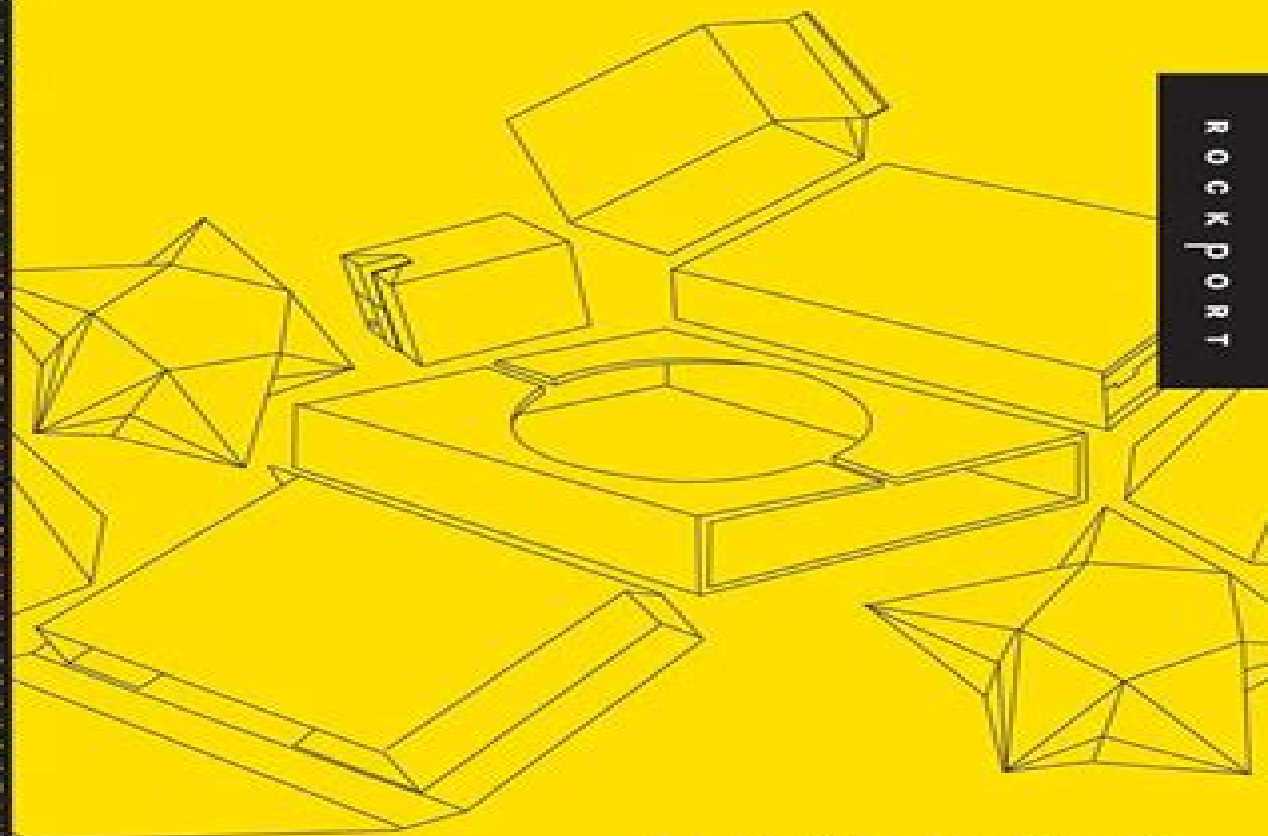


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DESIGNING FOR A PRIVATE LABEL
DESIGNING FOR DISPLAY
RELEVANCE IN PACKAGE DESIGN
RESEARCH THE OPTIONS
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CARDBOARD
METAL
PLASTIC
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INNOVATIVE MATERIALS
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SETTING THE RIGHT TONE
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METAPHORS AND SIMILES
HUMOR AND WIT
PROVIDE INFORMATION
THE ART OF EXAGGERATION
TAKE IT WITH FAUX
ACHIEVING BALANCE

Packaging Essentials

100 DESIGN PRINCIPLES FOR CREATING PACKAGES



ROCKPORT

Sarah Roncarelli and Candace Ellicott

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