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Color Management for Packaging: A Comprehensive Guide for Graphic Designers

John Drew, Sarah Meyer

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Color Management for Packaging: A Comprehensive Guide for Graphic Designers

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Color Management for Packaging: A Comprehensive Guide for Graphic Designers John Drew, Sarah Meyer
A one-stop color resource for all packaging and graphic designers

Color Management for Packaging covers both theoretical and practical packaging design considerations. Every aspect of color for packaging is explored, including issues of standout, impact, legibility, appetite ratings, emotional responses to color, prepress requirements, technical considerations, and issues of aging and display.

Not only is this a great ideas reference book, it is also a hardworking manual that gives designers the broad color knowledge with which to create more successful packaging designs. It shows how to work within budgetary constraints, create the right feel for a product, and create packaging designs that work with a number of different color palettes to accommodate separate product ranges.

A consolidated resource, *Color Management for Packaging* arms designers with a thorough understanding of how to communicate with and manage color in all aspects of packaging design, and offers creative solutions for designing inspiring packaging in line with print and design budgets.

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