

# 《包装你的生活》

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## 前言

You do know a great package when you see one. But what makes it great? Packaging design : infact : is an act of balancing between creativity and functionality. The following story focuses on the visual side of the package : its graphic appeal : not that much on package engineering. First : your new package has to be distinctive : really stand out. That is a pure challenge of creativity : to come up with something nobody else has done before. Sometime that means extraordinary boldness : pushing the limits : solutions that are larger than life. An orange juice carton that is more orange than the fruit : machine oil package that is science fiction by itself.

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## 内容概要

《包装你的生活》主要内容简介：You do know a great package when you see one. But what makes it great? Packaging design, in fact, is an act of balancing between creativity and functionality.

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## 书籍目录

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## 精彩短评

1、想学的是设计啊, but i am not gifted. Let me sigh.

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