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PACKAGING DESIGN MASTERCLASS



Course Content

2. Basic Elements of Design
3. Core Design Principles
4. Color Theory and Color Psychology
5. Typography and the Psychology of Fonts
6. Rules of Composition
7. What is Visual Hierarchy?

12. Introduction to Packaging Design

- 12.1. The Three Functions of Packaging
- 12.2. The "Front of Pack" & Visual Hierarchy
- 12.3. The "Back of Pack" & Information Design
- 12.4. Materials Identification
- 12.5. Labels & Sticker Printing
- 12.6. The 3D World – Dielines
- 12.7. The Final Steps – Mockups & Print-Ready Files
- 12.8. Adobe Dimension
- 12.9. AI for Realistic Mockups
- 12.10. Pacdora.com
- 12.11. Sample Packaging Designs