

## دراسة جماليات اغلفة المنتجات التجارية وأثرها على المستهلك

**Study on Aesthetic Values of Product Design Packaging's and its Effect on the Consumer**

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**Summary:**

Packaging is an international systematic tool used to protect products from external effects and influences. starting from the production lines until it reaches the consumers. The industry of packaging goods represents for the food packaging, Beauty goods and other commodities, a superior status within the commercialization of industries. Due to its high importance, finding innovative designs that can keep-up with the necessary updates needed for the visual attraction of the consumer and motivation of his senses, has become a great deal of a challenge. Perfecting such methods, allows the targeting of the consumer's deepest desires while motivating his feelings. In order to highlight the goodness of a given commercial product, fine arts and beauty designs are a key element in reaching the perfection of the outer impression of it. This research study is meant to uncover the fine values in designing the commercial product's packaging. Also, to upraise its effects on consumers by analyzing and proposing samples that are actually circulating within the local markets, so to decide on what's best to be applied for these packages. The research study conducted, reveals the importance of investigating the proper design of the product packaging, which in return leads to reaching the most effective means of conforming with the consumer's environment and the nature of the product. There is a strong bond between the type of product, the packaging design and the up-to date technics used for this purpose, not to under mind the role of beauty values of the presentation, nor the norms and description stated by the governing laws for the product to be allowed circulation within local markets.

**Key words:**

Fine values – Product – Packages – Design – Consumer's environment.