

Contemporary vision of packaging design for the traditional Omani products “Applied on Omani sweets”

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Abstract:

We are in a tremendous change area out of differentiation between products and various clusters. Structural and graphical Packaging design aspects are one of the national and international product spreads. The designer rule in cultural visual expression and conveying it to the whole world gasping more customers, especially in the globalization, faces national products verses internationals that led to shallowing the cultural identity. Cultural aspects became a domestic need to customer satisfaction from both practical and aesthetic elements and gaining commercial and quality profits.

There is a huge rule for packaging design that has its scientific and aesthetic vocabularies and ethics, also structural aspects based on visual form. Packaging design involves in sociological and sociological general information and history and commerce, farther more new digital technologies producing designs that give a broad vision of creation. Form this point, the research problem came on getting a rules packaging design that can rely on to incorporate it with the Omani culture and heritage toward a contemporary form.

The research shows a design vision for the packaging of Omani sweets products as one of the unique Omani products of Omani culture in addition to its graphic design that reflects identity and conveys its culture to the local and international community, in which heritage interprets with contemporary modernity. And the creation of the visual symbols derived from the Omani heritage arts, such as dagger, Al-Mandoos, Dallah, castles, and Omani architectural forts, and with a variety of treatments. The research hypothesis that the Omani cultural heritage is capable of creating visual formations expressing its distinction and improving the role of packaging for the promotion of encapsulated goods. These visual and traditional symbols can rely upon in many vocabularies as pillars for designing the packaging, both structurally and graphically, to link the visual richness with the Omani cultural heritage. It allows the designer to combine the originality of the plastic art features of Omani culture with contemporary modernity produced by modern digital technologies. Finally, the designs inspired by the Omani cultural heritage increase the buying desire of all consumers and expand the range of the targeted groups, as well as achieve an economic boom that returns with profits, advance the society and its welfare.

Keywords:

Graphic packaging design, Structural packaging design, Omani products