

The role of advertising designer in designing sustainable packages**Associ. Prof. Dr. Amal Mohamed Hasanen Serag****Head of Advertising Department - Faculty of Applied Arts – 6th October University -
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University - Damietta**husseinfadda@gmail.com**Abstract:**

The world is proceeding with fast steps towards the future, in which many natural resources and energy sources come in order to satisfy its needs and meet its future aspirations without taking into account the rights of future generations, and as a result of the many environmental problems resulting from the expansion of the competitive market in the field of designing and producing packages such as leaving tons of waste and depleting natural resources and energy sources. the packaging industry has become a huge burden on the environment and society, and the emergence of the term sustainability has been a constant voice calling for the need to preserve the environment and the right of future generations to resources and energy sources.

The topic of the research came to address the role of sustainable packages as one of the important elements for preserving the environment and natural resources, so the researcher had to find a set of sustainable alternatives capable of carrying out the same job role and provide a measure of beauty capable of distinguishing and showing the packaging on the shelves of shops, by finding natural alternatives from Materials taking into account the need to save energy sources as much as possible, and to overcome the difficulties and challenges facing designers in designing sustainable packages is to achieve the aesthetic and functional aspect together in a proportionate manner in a sustainable packaging with environmentally friendly materials, where the research was based on clarifying the role of the advertising designer in finding The complement part of the functional and beauty equation for a sustainable packaging that satisfies consumers aesthetically and functionally.

The importance of the research is to shed light on the design of the various sustainable packages as an environmentally friendly alternative that plays its role to the fullest extent as it preserves the environment and ensures the reduction of harmful residues resulting from the traditional packages. The research also aims to provide a set of alternatives from raw materials, natural or recycled, or packages that can Re-use to facilitate the process of reaching a sustainable packaging design. The research aims to correct the path of society in making sustainable packaging design a way of life and a primary goal for preserving the environment and reducing pollutants resulting from the accumulation of tons of waste resulting from the packages.

Key words:

Sustainable Design - Sustainable Packaging - Environment - Packaging.