

# EMPLOYING THE STEREOSCOPIC SHAPE IN THE DESIGN OF PRODUCT PACKAGING.

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- **Abstract:** Packaging is one of the important and influential matters in various commercial operations, as it constitutes a means to attract the consumer by using one of the modern and advanced packaging methods to build a connection between consumers and products. Packaging products and that those covers that are employed in holographic shapes have functional, expressive and aesthetic values to attract the recipient to what is new, unfamiliar and modern. Hence, the researchers identified the problem of their research, which included what is the function of the stereoscopic shape in the designs of product packaging? The aim of the research is to identify the use of the stereoscopic shape in the designs of product packaging. Samples have been identified that will be studied and have been published on a link to a digital media company (Buzz Feed) America / New York / Los Angeles for a group of product covers for the year 2015. This is what is included in the first chapter. As for the second chapter, it included the theoretical framework in the first topic (the stereoscopic shape in the design), while the second topic (typographical elements and functional, aesthetic and expressive dimensions) and the third chapter included the research procedures of the research methodology, which is the descriptive analytical approach that fits the current study and the research community, which included (20) (3) models were designed with a percentage of (15%), and the fourth chapter included the results of the research, which is what the researchers reached: 1- The designer intended to employ the stereoscopic shape by matching the structural formal unit with the aesthetic unit, as it is one of the forms of design elements and is subject to a changing system according to the idea from which the design is formed. 2- The anthropomorphic form appeared to be closely related to the content as its incubator and to be linked to it by a close and dialectical relationship that is concerned with the functional dimension of the form. The Conclusions Included: 1- The designer used the formal metaphor method more than any other method because of its ability to show the meaning, the design goal and the unity of the subject. 2- The occupation of the design space with all the elements in the design process works to direct the consumer's eye on the product inside the box in an interesting way and draw attention, and then the researcher recommended recommendations.
- **Keywords:** Packaging, commercial operations, stereoscopic shape