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AESTHETIC ASPECTS IN PACKAGING DESIGN FOR ELDERLY PEOPLE

LI Jun^{1,2}, DUBRIVNA Antonina¹

¹Kyiv National University of Technologies and Design, Kyiv, Ukraine

²Shaanxi University of Science & Technology, Xi'an, People's Republic of China

realIIIJun@gmail.com, dubrivna.ap@kntd.com.ua

This paper aims to explore the practical application and potential value of artistic aesthetics in packaging design adapted to the needs of the elderly. With the intensification of the global aging trend, ageing-friendly design has become one of the key areas to improve the quality of life of the elderly. Packaging design, as a direct communication medium between products and the elderly, is particularly important for its ageing-friendly transformation. The full combination of artistic aesthetics and age-friendly packaging design will help promote the sustainable development of the design industry.

Key words: Aesthetic; Age-friendly Packaging; Packaging Design; Formal Beauty; Functional Beauty; Emotional Beauty.

INTRODUCTION

As the global aging trend becomes more and more significant, age-friendly design has become the focus of attention of all sectors of society. Packaging design, as an important link between products and users, plays an important role in improving the quality of life and consumption experience of the elderly. Against this background, the topic of 'Exploring the Application of Artistic Aesthetics in Ageing Packaging Design' was born, aiming to deeply analyze the unique value and realization path of artistic aesthetics in ageing packaging design. The paper [3] presents a bibliometric analysis and literature review of sustainability in packaging design.

PURPOSE

Through systematic theoretical analyses and empirical studies, the specific application strategies and implementation paths of artistic aesthetics in ageing packaging design and its far-reaching impacts are discussed in depth.

RESULTS AND DISCUSSION

The arrival of an ageing society has put forward new requirements for packaging design. The physiological functions of the elderly are gradually declining, and their ability to recognize, operate and use packaging is limited. Therefore, age-friendly packaging design needs to give full consideration to the special needs of the elderly, such as enhancing the readability, ease of use and portability of packaging. However, ageing-friendly design is not only limited to the enhancement of functionality, but also focuses on aesthetic and emotional satisfaction. Artistic aesthetics, as the core element of design, can give packaging a unique visual charm and emotional value, thus enhancing the consumption experience and



emotional resonance of the elderly. The application of artistic aesthetics in ageing-friendly packaging design aims to combine the aesthetic concept with the actual needs of the elderly through innovative design techniques to create packaging works that are both practical and aesthetically pleasing. The combination of artistic aesthetics and ageing-friendly packaging design can create both beautiful and practical packaging. The application of artistic aesthetics in aging packaging design should be considered from the three dimensions of formal beauty, functional beauty and emotional beauty to achieve the unity of practicality and aesthetic value. The core of the practice of formal beauty is to optimize visual and tactile perception. In view of the characteristics of elderly people's declining eyesight, packaging design needs to adopt high-contrast colors, enlarged fonts for key information, and aesthetic design to achieve the unity of practical and aesthetic values [1], (Fig.1-a). Functional beauty is centered on the protection and storage of products, clear and easy identification of products, and the sale of products, etc. Functional beauty is valued in packaging, for example, by reducing the need for fine hand movements and adopting structures such as easy-tear openings and magnetic lids (Fig.1-b). Emotional beauty is expressed in packaging design through the visual language to tell the brand story, to help the brand and consumers to establish a deeper emotional connection. Emotional beauty in age-friendly packaging design conveys psychological care through cultural symbols and interactive art (Fig.1-c). To sum up, aesthetic thinking is a very broad and abstract concept, covering form, color, ideas and other aspects [2]. In the aging packaging design, respectively from the form of beauty, functional beauty, emotional beauty of the three dimensions, to explore the application of aesthetic ideas in the aging packaging design, and to clarify the specific application methods, in order to design a suitable product packaging for the elderly covering the idea of artistic aesthetics, to be able to attract the attention of the consumer and favor at the same time, expanding the sales of the product, and promote the enterprise to obtain more economic benefits. The current market of ageing packaging design in the art of aesthetics there are still many deficiencies. Some designs pay too much attention to functionality and neglect aesthetic expression, resulting in monotonous and boring packaging; some other designs are too much in pursuit of the beauty of form and ignore the actual needs of the elderly, resulting in the use of inconvenience. Therefore, how to appropriately apply artistic aesthetics in ageing-friendly packaging design has become an urgent problem in the current design field.

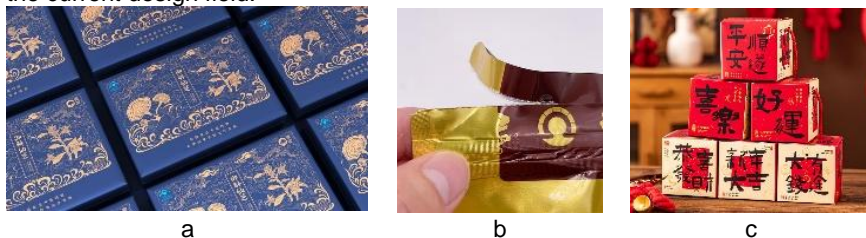


Fig.1. The application of artistic aesthetics in age-friendly packaging: a-formal beauty; b-functional beauty; c-emotional beauty.



CONCLUSIONS

This paper analyzed the current situation of ageing packaging design from the perspective of art aesthetics, and explore the application strategies and realization paths of art aesthetics in it. Through the case study, the principles and techniques of the application of artistic aesthetics in ageing packaging design will be extracted to provide useful reference and inspiration for designers. At the same time, this paper will also look forward to the future development trend of ageing packaging design, in order to contribute to the innovation and development of packaging design industry. Consumers' demand for packaging is increasing, and the phenomenon of over-packaging occurs, causing pollution to the environment, which is contrary to the theory of sustainable development. Artistic aesthetics can be based on the main modelling of packaging design, the rational choice of packaging materials, to ensure the function of the product itself, giving full consideration to the aesthetics, convenience and safety of the product. The times give the design of functional and aesthetic characteristics, but also with the changes in public aesthetics and continuous innovation of artistic aesthetics, design of the product itself to solve the problem and optimize, this process requires innovative thinking. Innovative thinking is a kind of thinking mode that breaks through the traditional limitations and develops new ideas. Starting from the social demand, designers should give full play to their professional ability, meet the requirements of the times, and promote people to better know and understand the beauty and enrich people's spiritual world.

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ЛІ Цзюнь, ДУБРІВНА А.

ЕСТЕТИЧНІ АСПЕКТИ В ДИЗАЙНІ УПАКОВКИ ДЛЯ ЛЮДЕЙ ПОХИЛОГО ВІКУ

Ця стаття має на меті дослідити практичне застосування та потенційну цінність художньої естетики в дизайні упаковки, адаптованої до потреб людей похилого віку. З посиленням глобальної тенденції старіння населення дизайн, орієнтований на людей похилого віку, став одним із ключових напрямків покращення якості життя літніх людей. Дизайн упаковки, як безпосередній засіб комунікації між продукцією та літніми людьми, є особливо важливим для її адаптації до старіння. Повноцінне поєднання художньої естетики та адаптованого до віку дизайну упаковки сприятиме сталому розвитку індустрії дизайну.

Ключові слова: естетика; упаковка товарів для літніх людей; дизайн упаковки; формальна краса; функціональна краса; емоційна краса.