



CREATIVE PHOTOGRAPHY IN PACKAGING DESIGN

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ABSTRACT

There are literally all manner of photographers, and the selection and direction of their creative work is often of nearly inestimable importance. Package design plays a crucial role in the development of a brand's identity. In this course, learn how to approach a package design project, and create a memorable design that accurately reflects your brand and stands out from the competition. Packaging not only sets a stage for the brand but the first the very experience with the brand. While unpacking the product, a customer either has a negative or a positive experience. A smart marketing strategy involves everything from branding, labelling to promoting and packaging. This research article is based on importance of creative photography in packaging design and also tried to evaluate the role of creative photography in contemporary packaging design.

KEYWORDS : Photography, Packaging, Design, Creative, Market

Creative photography is a rapidly evolving field, and photographic tastes continue to change with the technology. There have been many changes and new developments since the introduction of creative photography into the packaging industry. The concept of traditional packaging itself is changing with times. The migration of citizens into the city reduced the need for large bulk consumer packaging options and increased the need for individual and smaller packaging quantities. Manufacturers and producers needed the large storage containers and bins more than ever, but consumers needed other packaging options. These demands offered a new chapter in the packaging industry with introduction of creative photography. A variety of paper making methods was implemented during this time period to fulfill the needs of the demands listed above. Initially, most of the food packaging, bags, primary packaging, and in-store packaging options were developed from a paper based material. Packaging not only sets a stage for the brand but the first the very experience with the brand. While unpacking the product, a customer either has a negative or a positive experience. There's nothing amid it. A smart marketing strategy involves everything from branding, creative photography to promoting and packaging. You can't afford to miss even one of these. Customers are now more discerning and sophisticated than any other era. Further, there's a high level of competition among different brands. And product's packaging is something that can create a powerful impression with creative photography on potential customers. Nature photography is a wonderful way to share the beauty and wonder of the natural world with others who don't have the opportunity to see a given subject first-hand. An obvious benefit of the art is raising awareness about and generating empathy for special landscapes and species. Nature photography can help tell a story or help a consumer get a better sense of what they can expect from a product. When a consumer makes a purchase, they're looking for something more than just a physical product. What increases their likelihood of buying is truths that resonate with them and often, a human connection. Nature Photography has the power to make that happen. Nature Photography has the ability to create a beautiful, emotional hook on a simple piece of packaging. Nature Photography can take something ordinary and make it stunning. Nature based photos play a big portion of your packaging design and branding. So, having an image that clearly tells your product's story is imperative. Nature Photography is a rapidly evolving field, and photographic tastes continue to change with the technology. Nature Photography has always been strongly linked to design. The complex visual message that a photo conveys has the power to make one pause. It also gives the designer the freedom to dream up a crazy collage, like making a bear the chef. A natural photo can also bring a lot of

order into the composition of a package. Packaging trends are born out of a clash between the new and the old, between the organized and the freestyle with the importance of Nature Photography. In addition to consumer preferences, the general appearance, visual appeal and capacity of packaging to attract the consumer's attention has a significant influence in the purchase decision. As the final point of contact between the consumer and brand before the purchase point, brands must use creative photography and graphic design to draw the eye and attractive and informative labels to share marketing messages and unique value points, as well as establish name recognition. Innovative designs and features also can be used to draw the eye and impact whether a product is purchased. Creative photography with digital media, which includes Internet, social networking and social media sites, is a modern way for brands to interact with consumers as it releases news, information and advertising from the technological limits of print and broadcast infrastructures. Creative photography is currently the most effective way for brands to reach their consumers on a daily basis. The fast-paced environment of digital media with creative photography presents new methods for promotion to utilize new tools now available through technology. With the rise of technological advances in creative photography, promotions can be done outside of local contexts and across geographic borders to reach a greater number of potential consumers. The goal of a promotion is then to reach the most people possible in a time efficient and a cost efficient manner. Personalizing advertisements is another strategy that can work well for brands, as it can increase the likelihood that the brand will be anthropomorphized by the consumer. Creative photography increases click-through intentions when data has been collected about the consumer. Packaging is used for marketing communication purposes and it plays an important element which influences the use and application of creative photography. Through verbal and pictorial symbols packaging can inform the potential buyers about the content of product, property, usage, advantages and risks. By investigating peoples' perceptions about the role of packaging on consumer buying behavior this study will help marketers to realize in which way the packaging influences perceptions of consumers while buying a certain product. It has been proved that creative photography has strong effect on perception and therefore creative photography of packaging can be important. The right choice of creative photography is an important factor in creating the impression needed to influence brand and product selection. Creative photography of packaging has an important role in making apart one company product from other. The selection of the creative photography and colour combinations is a necessary process for creating a good design package. Creative

photography is a key element of design due to the fact that it is usually vivid and memorable. The creative photography of any package can have a significant effect on consumer's ability to recognize the product.

Eye-catching graphics with creative photography make the product stand out on the shelf and attract the consumers. Creative photography can affect through colours and printed lines on the package on which different signs and symbols are located. Printed information contains all the information related to the product quality, price, description which help to identify the brand. This helps customers to make the right decisions and to purchase the product. It is one of the most visible parts of product and important element of marketing mix. Image of creative photography on the product is important so that they increase the attention and increase familiarity with the particular product. Image of creative photography is the image in that is created in the mind of the customer which helps to identify the brand of the product. Creative photography on the package in form of attractive situations can assist in triggering lifestyle aspirations. Many cosmetic companies design the background-image in the order to represent the image of richness, luxury and exclusivity. Companies are interested in packaging as a tool to increase their sales and to reduce promotional costs. A conceptual packaging helps to identify product to the consumers. The producers try to make packing original and in the way that it will satisfy consumers. Packaging is used for marketing communication purposes and they are the important element which influences the buying behavior of the individual. With investigating people's perceptions about the role of packaging on consumer buying behavior this study showed that there are various factors that influence the buying behavior of consumers such as: Creative photography, Packaging Colour, Printed Information, Background image, Design of Wrapper of the product. Traditionally the primary function of a package has been to protect the product from whatever might happen to it or whatever it might be exposed to during transit and handling. At the most basic level, packaging in the consumer product market household serves the dual purpose of storage and preservation. In addition to that, packaging now offers additional functionalities, including dispensing, sub-unit division, aesthetic appreciation of creative photography, and secondary use. This applies to a wide range of products, including food, drugs, healthcare items, hardware, and more. The functionalities of package systems have been developing along with the technological sophistication with creative photography that has grown to meet the demand for convenience. The package can function as a display on retail shelves and provide transparency features in its design to allow consumers to view the product's quality. Attractive graphic design with creative photography on packaging labels can attract consumer's attention in shopping aisles. Packaging labels also communicate information to the consumer, such as quantity, instructions for use, or ingredients. The package label can provide traceability identifiers for manufacturers, retail stores, and consumers. The package may also provide a service function for the product. Re-sealable caps may be featured on package systems to offer food storage and portability features. Package design and material choices can help express ideas and concepts of the product. Indirect communication, such as visual aesthetics in a package's colour, shape and size are a few attributes that catch a consumer's attention in a crowded retail aisle.

Creativity and inspiration need to be supported – but, before that can happen, creativity needs to be recognized. If the society in general cannot discriminate between mediocrity and culturally/artistically significant work, artists will be creatively stifled and financially suffocated. Such a society

may be technically advanced but spiritually and creatively dead.

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