



CREATIVE PHOTOGRAPHY, TECHNIC AND PACKAGING DESIGN

Arts

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ABSTRACT

Photography is a rapidly evolving field, and photographic tastes continue to change with the technology. Yet great photography can still mean the difference between “just ok” and great. There is still a market for great talent in photography. We work with a wide selection of professional photographers, each with his or her own take of his or her art and the world. Some are highly versatile and take art direction very well, others go about their work in very specific ways. 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.

KEYWORDS

CREATIVE PHOTOGRAPHY, PACKAGING DESIGN, ADVERTISING, TECHNIC

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, labelling 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 on potential customers.

Part of creativity is to have a very open mind about these three variables. Another part is to always have a camera close by and to pay attention to anything that is special. It's amazing how incredible opportunities seem to present themselves when one's camera is sitting at home in a bag! Mobile phones are fine, but still not quite there. Certainly many photographers specialize in some specific genre of photography – perhaps landscape, portraiture, wedding, or something else.

Creative photography contains an extra element (or elements) that are intentionally used to improve the photo from its original state. This definition contains two important aspects that differentiate *creative photography* from everyday *photography*.

Extra Elements – Extra Element(s) lie outside the normal photographic process and are open to interpretation. They can involve a simple workflow that a photographer used to capture that unique look of a photo. Or they can be a complex post-processing technique that was used to bring out the mood and textures in an image. The key here is that the extra element has to be *outside* of the normal photography workflow.

Intent – The use of these extra elements should be intentional. The lack of photography skills does not automatically give a photographer a creative eye... it only makes the photographer inexperienced or ineffective. Similarly, just getting the exposure perfect in the camera does not make a creative photo; however, intentionally underexposing for purposing of creating a dark, moody image *does* make it creative.

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.

Packaging may be defined as the art or science concerned with the development and use of materials, methods and equipment for applying a product to a container or applying, designed to protect the product throughout the various stages of distribution. Packaging, thus, consist of all the activities of designing and producing the container or wrapper for a product. A good package represents a combination of the designer's creative skills and the product as well as marketing and sales knowledge of the manufacturer's management team. The development of packaging is, thus, the sum total of the talents the research, the

technicians, the advertising man, the marketing expert, the sales department and the top management team. The development of packaging is, thus, the sum total of the talents of the designer, the researcher, the technician, the advertising man, the marketing expert ,the sales department and the top management.

Now packaging has become itself a sales promotion tool for the organizations. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. Package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. Furthermore, packaging conveys distinctive value to products, packaging works as an instrument for promotion and marketing of any product use by consumers. The packaging codes of course emerge from the celebrations, festivity of the occasion. They are normally bright and use traditional motif associated with the celebration. And the perception of premium, expensive and quantity (more than what is paid for) are critical for any gift packaging.

Product packaging is as important to product sales as the product itself. The packaging industry has created designs for millions of different items for packing materials that keep items safe and give products a more professional image.

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 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.

Brands will need to work hard to meet consumer's demands, stand out on store shelves and attract attention in the competitive market. However, understanding the power packaging and labels have on the final purchase provides brands with an opportunity to increase sales by creating more visually attractive packaging that will attract the consumers' eyes and bring more attention to the products, thus influencing the final purchase decision.

For packaging the product line a company must decide whether to develop a family packaging when packaging related products. Family packaging uses either highly similar packages for all products or packages with a common and clearly noticeable feature. Multiple Packaging a practice of placing several units of the same product in one container, as it increases total sales of a product. To enhance the Odishan consumer culture .The manufacturers must constantly evaluate the effectiveness of the present packaging and be alert to introduce the necessary change.

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The Impact of Aesthetics Package design with creative photography elements on consumer purchase decisions. Reflect of consumer's attitudes towards purchasing and consuming fresh products. This can be attributed to the fact that a brand is endowed with the elements over and above the brand name so much that when consumers see the brand name, they see all these other elements. The product package material is less significant in influencing consumer purchase decisions. The brand name appears to be the only appealing product typography attribute that evoke purchase behaviour mainly because in essence, a brand represents the company, place of origin, address and a host of other attachments. As a result, a good manager should be able to blend the aesthetics package design elements properly to optimize on every opportunistic touch-point that provokes consumer purchase decisions.

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