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THE ARTISTIC AESTHETICS AS AN EFFECTIVE TOOL IN PACKAGING DESIGN FOR THE ELDERLY

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Abstract. Purpose: analyze the design of senior friendly packaging through the theoretical framework of art criticism, and explore the integration path of formal, functional and emotional beauty, in order to break the traditional design paradigm, and create a more humanistic and to offer design opportunities to create a more humane and aesthetic living environment for the elderly.

Methodology is based on the theory of aesthetics in design, and the study is based on three dimensions: formal beauty (visual perception), functional beauty (human-computer interaction), and emotional beauty (cultural identity); a comparative method is used to identify examples of seniors' packaging design in China and abroad to explore specific strategies for applying artistic aesthetics in seniors' packaging.

Results. It is found that the combination of artistic aesthetics of senior friendly packaging design can significantly enhance the use experience of elderly users. At the level of formal beauty, high-contrast colour combinations and simple graphics can significantly enhance the visual recognition of elderly users; at the level of functional beauty, ergonomic grip structure and layered information design can effectively reduce the difficulty of operation; at the level of emotional beauty, packaging that incorporates regional cultural symbols or family memory elements can enhance the emotional resonance of elderly users.

Scientific novelty. The study extends the understanding of established packaging design for seniors that focuses only on functionality; for the first time, aesthetic theory is applied to packaging design, offering an interdisciplinary research framework of "integrating the three aesthetics". The combination of quantitative and qualitative analysis reveals the deep connection between aesthetic elements and elderly consumers' behaviors and emotions, providing theoretical support for inclusive design. In addition, the construction of a case database and empirical study of the needs of elderly consumers demonstrates a new paradigm for further design practice.

Practical relevance. The findings of the study can directly guide the innovative practice of ageing-friendly packaging design, help enterprises to develop products that meet the needs of the elderly and enhance market competitiveness, and promote the transformation of the design industry from "object-centred" to "human-centred", so as to promote intergenerational tolerance and social harmony.

Keywords: packaging design, artistic aesthetics, formal beauty, functional beauty, emotional beauty, design innovation ageing-friendly design, ageing society inclusive design user experience.

INTRODUCTION

The importance of designing and marketing aesthetically pleasing products is becoming increasingly important in a market where many of the basic needs of consumers are being met, and as product attributes become more and more value-added, companies are shifting their differentiation efforts away from specific product characteristics to features such as aesthetics [20]. Packaging as an accessory of commodities, the concept, attributes, and forms of packaging present diversity and variety, the pursuit of aesthetic value and the expression of beauty also play a key role, and people's evaluation of packaging is invariably linked to beauty. Traditional ageing-friendly packaging focuses on the realization of barrier-free functions, ignoring the potential value of aesthetic experience in the compensation of physiological functions, psychological and emotional adjustment and cultural identity construction of the elderly. In fact, modern neurasthenics shows that visual aesthetics can activate dopamine secretion in the prefrontal cortex [16]. Tactile pleasure reduces cortisol levels [17]. This means that the intervention of artistic aesthetics may improve the experience of the elderly from the level of neural mechanism. Therefore, a correct understanding of the connotation of the visual beauty of packaging on the basis of the physical function of ageing packaging and the pursuit of the value of the visual beauty of packaging have become a problem to be solved in the contemporary theoretical research and design practice of ageing packaging.

ANALYSIS OF RECENT RESEARCH

Against the backdrop of accelerating global aging, packaging design for the elderly has shifted from functional needs to the integration of emotionality, accessibility and artistic aesthetics for innovation. A compendium of studies as well as publications published for the period 2018–2025 reveals that artistic aesthetics plays a key role in enhancing packaging ease of use, alleviating psychological isolation, and building emotional connections. Xiong Eiko [8] proposes that design function should be combined with aesthetic theory, and that the realization of functional design requires certain compromises in aesthetic design, while the pursuit of aesthetic design sometimes requires adjustments in functionality in order to achieve a balance

between aesthetics and function. By adjusting the design details, the aesthetic innovation is maintained and the effective realization of functionality is ensured. Ren Xingyi [6] has done some research on the influence of aesthetics in emotional design, and he believes that aesthetic value plays a crucial role in emotional design, and that packaging focuses on the expression of aesthetic emotion, not only referring to the functionality, form, and cultural beauty of its design, but also serving as a bridge for emotional resonance and a carrier for brand emotional expression. Based on the analysis of theoretical concepts, Cao Qingyun [15] studies the relationship between modern packaging technology and artistic thinking, and explores the application of artistic thinking in modern packaging design, including 14 aspects such as cultural connotation, composition techniques, and color matching. Zheng Yingzhi [13] adds the aesthetic perspective of digital aesthetics on the basis of aesthetics, proposing that graphics and layout in packaging design are not only for conveying product information, but also an important means of presenting brand image and attracting consumers. Mathematical aesthetics is mainly manifested in the precise control and application of elements such as graphic, proportion, symmetry, etc., which provides new theoretical foundations and design methodologies for the design of packaging graphics and layout. In the design of aging packaging, many scholars also add aesthetics into it for research. Aesthetic activity refers to the individual's appreciation of beautiful things, discernment and creation activities, is the social practice of the aesthetic subject and the aesthetic object of the harmonious unity of the aesthetic activity. Ma Xuehan [5] for the elderly packaging design should be based on the aesthetic characteristics of the elderly to carry out special design, as far as possible to meet the psychological needs of the elderly group. Scientific use of graphics, text, color and other basic design elements in visual communication to carry out ageing-friendly packaging design. Liu Liang [3] also suggests that packaging design for the elderly should take into account the special aesthetic interests of the elderly, such as in the size, structure and arrangement of the text and other elements of the design, so that the elderly can also appreciate the intriguing aesthetics of art.

PURPOSE

This study aims to establish a theoretical framework for integrating art aesthetics into ageing-friendly packaging design. It seeks to provide innovative strategies that address the physiological, psychological, and emotional needs of the elderly, transforming packaging into an aesthetic medium that conveys dignity, preserves cultural memory, and enhances the quality of life for ageing populations.

RESULTS AND DISCUSSION

Everyone knows that the theory of art aesthetics originates from the discussion of "beauty", which is the discipline of analyzing artworks and other forms of aesthetic objects. Art aesthetics, as the theoretical foundation of the design field, emphasizes the creation of objects with aesthetic value through the integration of form, function and emotion. Art aesthetics is the study of the nature of beauty, the laws of beauty and the scope of the science of beauty, which involves the aesthetic value of works of art, aesthetic feeling and aesthetic creation and other aspects, mainly including formal beauty, functional beauty and emotional beauty [7]. Art aesthetics not only focuses on the beauty of the form and content of art works, but also explores how art reflects real life, expresses emotions and ideas, and how to create images and realms of beauty through artistic means. Aesthetics theory is not only applicable to painting, sculpture, and other traditional art fields, but also gradually extends to the field of modern design, such as packaging design, graphic design, advertising design and so on. Its wide range, as a cross-discipline of sociology, psychology, philosophy, aesthetics, etc., emphasises the design context of man and nature, rationality and sensibility, form and function. Formal beauty, functional beauty and emotional beauty in art aesthetics are the three core latitudes in the field of aesthetics. Formal beauty refers to the aesthetic value of things in the form presented through the organisational laws of visual elements, emphasising that the "formal law of beauty" itself is independent of the aesthetic possibilities of content or function. Functional beauty emphasises the unity of use value and aesthetic value, and achieves theoretical self-consciousness in the Bauhaus School's concept of "form follows function" [1], reflecting the dialectical relationship between utility and aesthetics in design philosophy. Emotional beauty is the aesthetic quality of art works that inspire the viewer's emotional resonance through the language of form, reflecting the humanistic value of Schiller's

statement that it is through beauty that we can achieve freedom [2].

In art aesthetics, aesthetic experience is crucial. It involves people's perception, understanding and evaluation of artworks, and is a key link in establishing a connection between design works and users. Aesthetic experience is not only influenced by the artwork itself, but also by the audience's personal background, cultural context and aesthetic preferences. Leading a new way of production and life through new ways and modes of making things is the ultimate point of implementation of the theory of beauty and aesthetics of life [4]. Ageing-friendly packaging design refers to the special design treatment of packaging for the physiological and psychological characteristics of the elderly, so as to facilitate the use and understanding of the elderly. 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 needs to be considered from the three dimensions of formal beauty, functional beauty and emotional beauty to achieve the unity of practicality and aesthetic value. Formal beauty is mainly embodied in the application of natural and non-biological forms, the designer through simplification, exaggeration and abstraction, etc., to give the packaging a vivid and attractive appearance, in order to meet the aesthetic needs of consumers [10]. The core of the practice of formal beauty lies in optimizing visual and tactile perception. In view of the characteristics of elderly people's eyesight deterioration, packaging design needs to use high-contrast colors, enlarging the font of the key information [18]. Functional beauty is centered on the protection and storage of products, clear and convenient identification of products, and the sale of products. Packaging design plays a key role in the process of selling products, and at the same time subjective and objective influences, in which the objective conditions are manifested by the impact of science and technology, production and use of materials will change; subjective conditions is because of people's thinking and awareness of the differences, but also on the design activities, design results have an impact [9]. Scientific and reasonable design can unify the aesthetics of modelling and the use of function, and the packaging will integrate the beauty of form into the design of ageing-friendly packaging, first of all, we should make reasonable use of the pattern elements, and we can incorporate some elements familiar to the elderly, such as traditional patterns, natural landscapes or symbols of historical significance

(Fig. 1-a). These elements can arouse the resonance of the elderly and increase their affinity and identification with the product. Secondly, the text element should be reasonably used, and text is also one of the commonly used aesthetic elements in product packaging design. Aiming at the characteristics of elderly people's declining eyesight, the fonts in ageing-friendly packaging design should be chosen to be large, clear and easy to read (Fig. 1-b), to ensure that the elderly can easily read the information on the package. Finally, designers also need to consider the combination and matching of colours to achieve visual harmony and aesthetics, and it is best to draw on local culture, which can invariably add to the cultural charm of the product packaging (Fig. 1-c). Emphasizing the role of functional beauty in age-friendly packaging, such as reducing the need for fine hand movements and adopting structures such as easy-tear openings and magnetic lids (Fig. 1-a) as well as incorporating safety warnings for potential safety hazards for the elderly, such as accidental ingestion and misuse (Fig. 2-b), to improve the safety of the product. In addition, the packaging is added with anti-slip threads to address the lack of hand strength of the elderly, making it easier for them to open the packaging and reducing their burden (Fig. 2-c). Emotional beauty is manifested in packaging design that tells the brand story

through visual language and helps the brand establish a deeper emotional connection with consumers. On the one hand, designers should pay attention to the way of visualisation and visualisation of the emotional gene of art forms, and create packaging designs that emphasise substantive experience and differentiated spiritual needs; on the other hand, they should explore the emotional gene of art forms with the spirit and concept of the times, improve the infectious power of packaging, and pass on and develop a variety of art forms. Emotional beauty in ageing packaging design conveys psychological care through cultural symbols and interactive art [12]. The application of nostalgic elements can evoke emotional resonance. Incorporating elements familiar to the elderly in packaging design, such as popular culture, historical events or life scenes when they were young, can evoke their memories and emotional resonance (Fig. 3-a). Emotional communication with the elderly is achieved through packaging design, such as using warm wishes, caring words or interesting interactive elements to enhance the emotional connection between the elderly and the product (see Fig. 3-b). Through the reproduction of traditional craftsmanship, it evokes a sense of identification with local culture among the elderly and conveys the brand concept of nature and health (Fig. 3-c). In summary, aesthetic thought is a very broad and

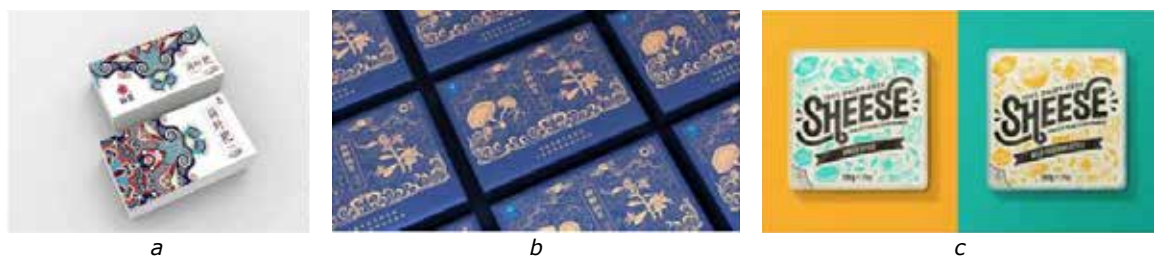


Fig. 1. Formal beauty in age-friendly packaging design: a – Packaging with traditional motifs; b – Clearly lettered packaging; c – Brightly coloured packaging



Fig. 2. The use of functional beauty in age-friendly packaging; a – Packaging structure with easy tear opening; b – Packaging design with warnings; c – Cap with thread



Fig. 3. Emotional beauty in packaging design; a – Patterns with pop culture for seniors; b – Packaging with care statements; c – Packaging with traditional craft paper cuttings

abstract concept, covering many aspects such as form, colour and ideology [11]. 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, which can attract the attention of the consumer and favour at the same time, to expand the sales of the product, and to promote the enterprise to obtain more economic benefits.

The innovation of art aesthetics in packaging design is a multi-dimensional and interdisciplinary exploration process, which integrates the knowledge of art, design, psychology, marketing and other fields, aiming at a unique visual language and creative expression to enhance the attractiveness of the product, strengthen the brand image, and establish an emotional connection with consumers. Design aesthetics can be reflected in the beauty of the material, the beauty of the material needs to be perceived by the "five senses", which is also the premise of reflecting the link between packaging design and design aesthetics. Consumers attach importance to their own individuality, materials as a medium between man and things, to adapt to the development of the times. Understanding the types of materials and reasonable innovation in the design, through the choice of materials to perceive the beauty of life. The innovative development of artistic aesthetics in ageing packaging is a deep combination of artistic expression and the needs of an ageing society, which requires a breakthrough in traditional design thinking, but also takes into account the physiological, psychological and emotional needs of the elderly, and redefines the aesthetic value of ageing products. Innovation methods can be divided into the following categories. Sensory-friendly material and form innovation, such as

bionic texture design, a design company launched a white wine bottle for the decline of hand strength, boldly taking the shape of rice in the creativity of the product's outer box and bottle to increase friction while conveying a natural sense of touch to ease the tension of the elderly when using it (Fig 4-a). Emotional awakening and reconstruction of cultural symbols, such as the age-appropriate translation of traditional aesthetics, the exterior design of Taoxiangcun's senior confectionery packaging uses traditional Chinese elements, such as paper-cutting and calligraphy, to create a strong cultural atmosphere, in line with the aesthetic interests of the elderly (Fig. 4-b). The future trend of innovation presents a deep integration of technology and humanity. Undoubtedly, in the process of packaging development, technological progress is one of the important driving forces, which is reflected in the field of packaging is that, in addition to the new intelligent packaging such as NFC tags voice guide, pressure-sensitive medication reminder (Fig. 4-c) and other functions, is expanding the boundaries of ageing design, and aesthetics are closely related to the beauty of the material, the beauty of the function, the beauty of the structure, the beauty of the vision, and the overall beauty of packaging, which is synthesized from the beauty of the above parts, are all in line with the aesthetic interest of the elderly. The beauty of material, function, structure, visual beauty, and the overall beauty of the package, which is a combination of the above, have all undergone a brand-new change [14]. There are even researches to improve the adaptability of packaging boxes and packaging materials as the main goal, combining packaging design with vr technology, realizing virtual reality modeling language, calculating the internal space of packaging, and improving the comfort and artistry of packaging [19]. Sustainability is one of the important trends in the future of ageing packaging, sustainable through the reusable



Fig. 4. Cases for the innovation of artistic aesthetics in ageing-friendly packaging design: a – Sensory-friendly materials and morphological innovations; b – Emotional Awakening and Reconstruction of Cultural Symbols; c – Intelligent Packaging; d – Sustainable Packaging.

structure, for example, a brand of white wine bottles will be designed into a wine dispenser, the cap is designed as a wine glass, small bottles of white wine after drinking, the bottle can continue to be used as a wine dispenser to increase the use of the packaging function and reuse (Fig. 4-d), or embedded in the environmental protection of plant seeds, to convey the care of life. The aesthetic innovation of ageing packaging design is essentially an artistic reconstruction of the life stage of "aging". It is no longer limited to the pragmatic framework of barrier-free design, but through material experimentation, cultural translation and technological empowerment, it transforms the physiological needs of the elderly into sensory enjoyment, and sublimates functional limitations into emotional resonance. This kind of innovation not only solves the practical use of pain points, but also conveys respect for the life of the elderly through the language of aesthetics – aging is not the antithesis of beauty, but the unfolding of another aesthetic dimension. In the future, age-friendly packaging may become the carrier of "silver hair aesthetics", redefining the aesthetic paradigm of the aging society in the balance of intelligence and humanity.

CONCLUSIONS

Aesthetic thinking provides important ideas and methods for aging packaging design. Designers should fully understand the importance of aesthetic thinking in packaging design, and through in-depth study of market demand, consumer psychology and brand positioning, flexibly use various design elements and techniques to create product packaging that is aesthetically pleasing and in line with commercial objectives. Packaging designers in the firm cultural confidence at the same time, to be enlightened, open attitude, through innovative design, so that the packaging in the development of the transformation, to achieve the value of its pursuit of beauty.

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АНОТАЦІЯ

Лі Джун, Дубрівна А. Художня естетика як ефективний інструмент дизайну упаковки для літніх людей

Мета: проаналізувати дизайн упаковки для людей похилого віку, базуючись на теорії і практиці мистецтвознавства; дослідити шлях інтеграції формальної, функціональної та емоційної краси як інструменту впливу на традиційну парадигму дизайну; запропонувати можливості проєктування для створення більш гуманістичного та естетичного середовища життя для літніх людей.

Методологія ґрунтується на теорії естетики в дизайні, дослідження будує аналіз із трьох вимірів: формальна краса (візуальне сприйняття), функціональна краса (взаємодія людини з комп'ютером) та емоційна краса (культурна ідентичність); використано компаративний метод для визначення прикладів дизайну упаковки для людей похилого віку в КНР та за кордоном, щоб дослідити конкретні стратегії застосування художньої естетики в упаковці для людей похилого віку.

Результати: виявлено, що поєднання художньої естетики та дружнього дизайну упаковки для людей похилого віку може значно покращити досвід використання літніми користувачами. На рівні формальної краси комбінації кольорів високої контрастності та проста графіка можуть значно покращити візуальне впізнавання літніми споживачами; на рівні функціональної краси ергономічна структура рукоятки та багатошаровий інформаційний дизайн можуть ефективно зменшити складність роботи; на рівні емоційної краси упаковка, яка включає регіональні культурні символи або елементи сімейної пам'яті, може посилити емоційний резонанс у літніх користувачів.

Наукова новизна. Дослідження розширяє розуміння усталеного дизайну упаковки для літніх людей, яке зосереджується лише на функціональності; вперше теорія естетики застосовується до дизайну упаковки, пропонуючи міждисциплінарну дослідницьку основу «інтеграції трьох естетик». Поєднання кількісного та якісного аналізу розкриває глибокий зв'язок між естетичними елементами та поведінкою й емоціями літніх споживачів, забезпечуючи теоретичну підтримку інклюзивного дизайну. Крім того, побудова бази випадків і емпіричне дослідження потреб літніх споживачів демонструє нову парадигму для подальшої практики проєктування.

Практична значущість. Результати дослідження можуть бути спрямовані на інноваційну практику дизайну упаковки, дружнього до старіння, допомагати підприємствам розробляти продукти, які відповідають потребам людей похилого віку та підвищувати конкурентоспроможність на ринку, а також сприяти перетворенню індустрії дизайну з «об'єктноорієнтованого» на «людиноцентричний», щоб забезпечити толерантність між поколіннями та соціальну гармонію.

Ключові слова: дизайн упаковки, художня естетика, формальна краса, функціональна краса, емоційна краса, інноваційний дизайн, дизайн для літніх людей, старіння суспільства, інклюзивний дизайн, досвід користувача.

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