

# PACKAGING LIKE AT INFORMATION CARRYING MEDIA

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**Abstract:** *In this paper elements of visual information and their importance in the process of transfer to users are described. From the economics and designers stand point, product must be valorized as well as the medium by which the information is transferred. The use of colours, text information and other graphic solutions are in this work. The evaluation of visual information on product packaging is the main factor of motivation for buying certain packaged product. First of all, that rule applies to the selection of colour as the presenter of packaged product. Second, that also applies to the visual information (example: pictures, graphics, symbols, codes etc).*

**Key words:** *visual information, product packaging, design, evaluation*



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