

## Research Summary:

The design processes dysfunctional kinds of means of communication important in human life and daily needs, and the label, which is one of the most important design representations that establish intellectual and expressive and aesthetic outputs alike.

And efficiency that promote communication within achieving goals is one of the pillars of the main actors and influential in achieving technical goals aims of the artist (designer) and formed this efficiency through the coherence and cohesion relations among the parts of B for those posters and whenever they are more coherent achieved the result aesthetically creative, and established in the related descriptions alone design effective include the idea of bearing the expressive content, which should be up to the recipient clearly and readability. Study consists of four chapters identified in the first of them research problem and objectives as well as its importance and the need for it in the second quarter was the adoption of two sections key sectors first focused them on the study of the effectiveness of shape and Tmthelath aesthetic and creative, while the second section has meant studying the label as a means of effective communication bearing the functional and aesthetic features of, The third chapter, which identified the research methodology involved and described the year and analyze the content of the sample models study the researchers as well as to determine the original study models of society which would be set at (97) A model to choose the two researchers, including five models the problem of which the proportion (5%) were selected according to the method intentionality and then presented to the expert group, sealing the researchers studied in the fourth chapter, which contained the results of a group that comes in the forefront is the effectiveness of a major anchor in the contemporary global label along with the identification of some recommendations and proposals related to the study researchers, who Chtmaha a list of sources that have been adopted in the study.