

---

# ACTA • GRAPHICA

JOURNAL FOR PRINTING SCIENCE AND GRAPHIC COMMUNICATIONS

---

CODEN AGGRER • ISSN 0353-4707 (PRINT) • ISSN 1848-3828 (ONLINE) • UDC 655 (05)

**ISSN:** 0353-4707 (Print)  
**ISSN:** 1848-3828 (Online)

**PUBLISHER:**

University of Zagreb Faculty of Graphic Arts  
Getalićeva 2, 10000 Zagreb, Croatia  
+385 1 23 71 080  
acta.graphica@grf.unizg.hr  
www.grf.unizg.hr

**EDITOR-IN-CHIEF:**

Prof. Ivana Bolanča Mirković

**CO-EDITORS:**

Assoc. prof. Tomislav Cigula  
Assoc. prof. Davor Donevski

**TECHNICAL EDITOR:**

Assoc. prof. Miroslav Mikota  
Gorana Petković, PhD

**GRAPHIC EDITOR:**

Gorana Petković, PhD

**EDITORIAL COMMITTEE:**

Aleksandra Bernašek Petrinc, PhD, Zagreb University of Applied Sciences (CRO)  
Prof. Stanislav Bolanča, Professor Emeritus, University of Zagreb Faculty of Graphic Arts (CRO)  
Prof. Maja Brozović, University of Zagreb Faculty of Graphic Arts (CRO)  
Lionel Chagas, PhD, Grenoble Institute of Technology (FR)  
Prof. Edit Csanák, Obuda University, Rejtő Sándor Faculty of Light Industry and Environmental Engineering (HU)  
Prof. Martinia Ira Glogar, University of Zagreb Faculty of Textile Technology (CRO)  
Prof. Mirna Habuda-Stanić, University of Osijek Faculty of Food and Technology (CRO)  
Assoc. prof. Krunoslav Hajdek, University North (CRO)  
Prof. Lidija Jakobek Barron, University of Osijek Faculty of Food and Technology (CRO)  
Prof. Nemanja Kašiković, University of Novi Sad, FTN, Department of Graphic Engineering and Design (RS)  
Prof. Željko Knez, University of Maribor Faculty of Chemistry and Chemical Engineering (SI)  
Prof. Marin Milković, University North (CRO)  
Prof. Klementina Možina, University of Ljubljana Faculty of Natural Sciences and Engineering (SI)  
Prof. Nikola Mrvac, University of Zagreb Faculty of Graphic Arts (CRO)  
Prof. Arif Ozcan, Marmara University Faculty of Applied Science (TR)  
Prof. Klaudio Pap, University of Zagreb Faculty of Graphic Arts (CRO)  
Asst. prof. Irma Puškarević, Wichita State University (US)  
Col Commandant Prof. Anayath Rajendrakumar, Deenbandhu Chhotu Ram University of Science and Technology (IN)  
Prof. Milena Reháková, Slovak University of Technology in Bratislava, Faculty of Chemical and Food Technology (SK)  
Prof. Raša Urbas, University of Ljubljana, Faculty of Natural Sciences and Engineering (SI)  
Prof. Damir Vusić, University North (CRO)  
Prof. Ivana Žiljak-Stanimirević, University of Zagreb Faculty of Graphic Arts (CRO)  
Prof. Vilko Žiljak, Professor Emeritus, University of Zagreb Faculty of Graphic Arts (CRO)  
Prof. Igor Zjakić, University of Zagreb Faculty of Graphic Arts (CRO)  
Prof. Zuzanna Żołtek-Tryznowska, Warsaw University of Technology (PL)

**CIRCULATION:**

30 copies

**PUBLISHED:**

December 2025

**PRINTING:**

University of Zagreb Faculty of Graphic Arts

**Copyright © 2025 ACTA GRAPHICA**

Acta Graphica is licensed under a Creative Commons Attribution, No Derivatives 4.0 International License. All information regarding notes for contributors, subscriptions, open access, back volumes, and orders is available online at [www.actagraphica.hr/actagraphica](http://www.actagraphica.hr/actagraphica).

**DISCLAIMER:**

The publisher, in collaboration with the authors and editors, has made every effort to ensure that the information presented in this publication — including software, applications, values, dosages, and other content — accurately reflects the state of knowledge at the time of publication. Despite meticulous manuscript preparation and proofreading, errors may still occur. The authors, editors, and publisher accept no responsibility for any inaccuracies, omissions, or consequences resulting from the use of the information provided herein, whether in whole or in part. The mention of proprietary names, trademarks, or registered brands does not imply that such terms are exempt from applicable trademark laws and regulations, nor that they are available for unrestricted use.



**ABOUT THE COVER:**

Embracing the end of 2025, this issue's cover blends the cozy, muted warmth of Pantone's 2025 Colour of the Year, Mocha Mousse, with the delicate, airy brightness of the emerging 2026 colour, Cloud Dancer, which serves as the background— weaving past trends with future promises.

*Original Scientific Paper*

**Perception and Impact of the New Packaging Brand Design on End Users**

Marko Morić, Laura Širol, Anja Zorko, Nikolina Bolčević Horvatić

89

*Original Scientific Paper*

**Evaluating the Impact of 3D Visualizations on Website Usability and User Experience**

Jure Ahtik, Žan Reberšek-Gavrič, Helena Gabrijelčič Tomc

96

*Conference Paper*

**ESG 2015 Framework for Sustainable Workplaces: A Tool to Improve the Performance of the Higher Education Institution**

Suzana Pasanec Preprotić, Diana Bratić, Lea Tijan

107

*Original Scientific Paper*

**Digital Motivation of Generation Z: Immersive Technologies as a Catalyst for Museum Visitation and Cultural Engagement**

Brigita Prole, Tomislav Bronzin, Klaudio Pap

118