

Outcome 1 Case study on innovative brand design of Sexy tea

Abstract

Milk tea is a new type of beverage that is different from traditional tea drinks. In 2019, China's milk tea market had total sales of more than 140.5 billion yuan(Xi L., Jiangfan Y., and Qian C.,2023), and young people are the main consumers of the milk tea market. In recent years, more and more milk tea brands have emerged, which are very popular among young people, such as Heytea, coco, A little, and Nayuki. Each brand image is beautiful and beautiful, and some young consumers will feel aesthetic fatigue. The success of the sexy tea brand has made the design of the milk tea brand bright. Sexy tea brand was born in 2014 in Changsha, Hunan Province, and the packaging design is positioned as a 'characteristic national brand milk tea combining traditional Chinese tea and modern drinks'. Sexy tea design combined with the characteristics of The Times, based on traditional innovation, and Sexy tea combined with semiotics, refining traditional cultural symbols and applied in the brand visual design. The success of the Sexy tea brand has opened up a precedent of the national style milk tea brand and influenced the style design of other milk tea brands in the future. More and more national-style milk tea brands have emerged, making more consumers pay attention to the design of milk tea brands and national style design, and enhancing the national identity and brand participation of young consumers. The brand aesthetics of Sexy Tea is worth learning.

Keywords

Milk tea; visual aesthetics; brand design, traditional Chinese culture

Introduction

In 2018, sexy tea launched the 'Ancient Famous Painting Series' package, redesigning traditional Chinese figure painting, flower-and-bird painting, and landscape painting. To make it more in line with the style of the brand tea and adapt to the aesthetic taste of consumers, the design adjusted the length, tone, and even part of the traditional painting, chose colors with stronger color coordination and fuller colors, and used ancient calligraphy fonts. Let every cup of milk tea become a walking art, bringing the beauty of the brand "National Wind", but also bringing consumers a sense of cultural satisfaction. 'sexy tea' fully considers the market factors, consumer psychological factors, and the characteristics of tea itself in the packaging design. While retaining the elements of traditional Chinese culture, it integrates design creativity into it, which not only combines the brand characteristics with the aesthetics of The Times but also highlights the infinite charm of traditional painting. In addition to the painting theme, 'sexy tea' also adopts traditional Chinese character culture as the packaging theme. Extract the outline of the traditional calligraphy font, combine the traditional Chinese decoration related to the theme text with the text, select more auspicious characters for the design in the use of text, meet the psychological needs of consumers, and creatively apply the traditional Chinese character culture to the modern design, causing consumers a strong sense of national identity (Siyu, Z. and Qian, C.,2023).

Lv Liang, the founder of Sexy Tea, majored in Chinese language and literature in college and then engaged in advertising planning. He has taken on some ancient creative planning cases, and his rich Chinese language and literature cultural background has laid a cultural foundation for him to build a brand in the future. In his spare time, he often draws pictures on the street with his drawing board. In 2013, inspired by Chinese music, Lv Liang designed the logo of sexy tea, a classical lady, based on Cui Yingying in the Story of the Western Chamber (Figure 1.1). Lu Liang positioned the brand as a new Chinese tea drink, adopted the Chinese style of VI style and store decoration, and consistently maintained this style in the later product naming, material design, peripheral product development, and

other aspects. He invested millions to buy the rights to many famous Chinese paintings to fully integrate the packaging with the ancient style.



Figure 1.1 Sexy tea logo

The importance of brand visual aesthetic

Brand design is inseparable from aesthetics, and there is a close relationship between the visual aesthetic of brand design and consumers. The purpose of brand design is to attract the attention of consumers through a unique visual image and to convey the values and characteristics of the brand. Sexy tea is different from other milk tea brands in fashion and modern design, conveys the concept of combining traditional culture with tea and drink brands, and attracts the attention of young consumers through unique design. Therefore, the visual aesthetic of brand design is very important for consumers. First of all, the visual aesthetic of brand design will affect the emotional experience of consumers. A good brand design can create positive emotional experiences for consumers, such as pleasure, satisfaction, and trust (Azize, Cemal, and Hakan, 2011). This emotional experience can enhance consumer awareness and loyalty to the brand, thus promoting the development and sales of the brand. On the contrary, if the visual aesthetic of the brand design does not meet consumers' aesthetic standards or fails to arouse consumers' emotional resonance, then consumers may have a negative impression of the brand, which will affect the brand's image and sales (Wang, Y.J., Minor, M.S. and Wei, J., 2011).

Secondly, the visual aesthetic of brand design can also influence consumers' purchasing decisions (Chatterjee, 2011). When purchasing products or services, consumers often choose brands that meet their aesthetic standards or are attractive (Townsend and Sood, 2012). A brand design that is unique, simple, and beautiful can make consumers feel good about the brand, which makes it easier to make purchasing decisions. If the visual aesthetic of the brand design is not good, consumers may have a sense of suspicion and distrust, to give up buying the brand's products or services.

Finally, the visual aesthetic of the brand design should match the target consumer group. Different consumer groups have different aesthetic standards and preferences, and brand design should be designed according to the characteristics and preferences of target consumer groups to better attract and meet their needs. If the visual aesthetic of the brand design is inconsistent with the aesthetic standards and preferences of the target consumer group, it will be difficult to attract their attention, thus affecting the sales and recognition of the brand (Chitturi et al., 2008; Jindal et al., 2016). To sum up, there is a close relationship between the visual aesthetics of brand design and consumers. Milk tea brand design should focus on improving the visual aesthetic level, to attract consumers' attention, enhance consumers' emotional experience, promote consumers' purchase decisions, and ultimately achieve the development and success of the brand.

Shindler and Berbaum argued that unlike other brands, products with prominent brand characteristics, whether through eye-catching packaging, placement that is easier for consumers to see, Or use other ways to make the

brand more attractive and promote consumers' desire to buy. Many brands are competing for consumers' attention because many times limited shopping time can affect the way consumers choose brands, and they largely choose brands only visually, which again shows that Consumers may pay more attention to visually distinctive brands. Therefore, as an aspect of consumers' sensory experience, what kind of visual elements of brand design can give consumers a good aesthetic experience (Shindler, R. M. and Berbaum, M.,1982)? Visual elements in brand design include name, logo, communication mode, color, packaging, price, advertising style, product logistics, etc. (Aaker, 1997). All of these brand elements help to distinguish a brand from its competitors and identify the brand in multiple contexts (Keller, 2008), thus influencing brand personality perceptions. "Sexy tea" is a creative milk tea enterprise in Changsha, Hunan Province, which focuses on tea drinks and desserts. The brand advocates "new Chinese fun and life". It does not learn British tea, does not learn from the United States, and does not imitate the Japanese tea ceremony. "sexy tea" positions itself as the brand image of classical Chinese style (Yifan, L.,2023).

Discussion on the concept of aesthetics and brand aesthetics

Every day we face the world, we make many decisions, and these judgments depend on our internal aesthetic reactions. We decide to wear this rather than that one because we like the style better, we buy this item rather than another because we like the design, or we simply choose to sit in the bow or stern because we think the view is better in that direction. People have a visual aesthetic response to almost anything, which may be unconscious or conscious(Palmer, S.E., Schloss, K.B. and Sammartino, J. ,2013).

Generally speaking, aesthetics refers to beauty and the feelings people get from watching and appreciating art (Wu et al., 2013). For example, brands rely on visual aesthetics (such as colors, shapes, patterns, and materials), or what is generally considered beautiful, when designing their brand identity (such as logos), products, and packaging (such as labels and containers), advertising communications (brochures and posters), and environments (such as places of service).(Walsh et al., 2011; Brakus et al.,2009).

Floch (1990) proposed the concept of 'brand aesthetics'. He believes that the parts of the brand that can be perceived by the five senses constitute the form in which the brand can be recognized. So the brand elements that people can perceive visually are graphics, patterns, colors, fonts, labels, slogans, and so on. Everyone loves beauty, and everyone likes to look good, some people may value the functionality of the product more, but many people still choose the product because of a good brand image, and good-looking packaging.

At the beginning of the establishment of the 'Sexy Tea' brand, it was positioned to do Chinese tea, in the brand visual image design positioning for the Chinese traditional aesthetic style (Yifan, L., 2023), in product development, visual design is integrated into the Chinese traditional cultural elements brand Logo from the classical lady picture, by the group fan, beauty, octagonal window and other traditional Chinese symbols. Its brand IP image is based on the positioning of traditional Chinese culture, so it shows traditional Chinese cultural elements everywhere in the brand design, showing the unified style of Chinese beauty, and truly achieving the 'new Chinese' design. The application of traditional Chinese painting elements in the brand design of 'Sexy Tea' is very prominent, such as the cup packaging of 'Sexy Tea' is a highlight of its brand. Launched in 2018, the "Ancient Famous Painting Series" package, 'Sexy Tea' to the major museums across the country to buy the right to use several collections of paintings, the use of famous paintings for picture beautification processing and redesign, based on these legendary paintings, the content related to its brand attributes will be adjusted and combined, with modern transformation design to convey the charm of traditional Chinese culture(Chengrang, Y. and JianL.,2023). At the same time, 'Sexy Tea' will also integrate innovation, and design in line with modern aesthetic visual image. For example, the credit

card poster jointly launched with the Bank of Changsha and the Hunan Provincial Museum is simply outlined in the form of Chinese stick figures, with the traditional folk customs of Changsha and food and snacks, lively children's fun, and clear themes. The essence of the poster is advertising, 'Sexy tea' can make the advertisement so that people like to see, want to take the initiative to consume and his family's joint products or surrounding, enough to prove that such a brand design direction is accurate, in line with consumer psychological needs (Yifan, L., 2023).

Limitations

Sexy Tea is one of the few milk tea brands in Hunan that combine its products with traditional Chinese culture. However, it also faces the problem of consumers' love of the old and the new, and the challenge of how to maintain the brand characteristics in the long run. Many other tea brands are also beginning to follow the Chinese style. Sexy Tea needs to maintain and excavate other cultural symbols in the new store design and product packaging innovation to maintain the uniqueness of the brand image. At the same time, brand expansion and the ability to maintain innovation in a changing market are important challenges for sexy tea. These questions also reflect the current trend in the design field. In the process of pursuing high returns, most cultural and creative brands ignore the deep cultural connotations and only use simple forms without creative transformation (Yifan, L.,2023).

The English signboard of "Sexy tea" is not translated properly, neither in the East nor in the West, and the cultural integration is poor. This kind of English paired with the image of a classical woman will cause bad influence, which does not conform to the restrained and implicit character of ancient China, and belongs to the pursuit of traffic passwords. Before the tea bag is printed with a pattern like sperm cells, how sexy marketing is interesting and not bad is the Sexy tea need to think about. In 1954, Marilyn Monroe's "I only wear Chanel No. 5 to Sleep" made the fashion industry's sexy marketing remain in people's memory for the first time. When sexy advertisements appear in front of people's eyes, a large number of hormones in the body begin to secrete, to attract attention, many brands begin to use sexy marketing to attract attention, but interesting but not tacky, beauty rather than pornography is the real definition of sexy brand advertising.

Conclusion

In the context of globalization and cultural diversity, Chinese designers are faced with the challenge of combining traditional culture with modern design methods. The primary task of contemporary designers is to explore and understand the connotations behind cultural symbols. Designers must not only draw pictures but also understand the connotations of traditional cultural symbols and combine them with modern design concepts, which is a more advanced approach. Sexy Tea's design practice shows that a semiotic approach can not only appeal to consumers visually but also create a deep connection with them on a cultural level. In the beginning, the founder of the sexy brand can achieve this goal through the deep excavation and creative transformation of cultural symbols, which is conducive to the inheritance and promotion of traditional culture, and also provides a new perspective and inspiration for design innovation. The application of semiotics in design promotes deeper cultural understanding and dissemination and provides an effective way to create design works with profound cultural connotations. In the future, designers should continue to explore the application of semiotic theory in modern design practice, promote the organic integration of traditional culture and modern design, and constantly expand the path of traditional culture inheritance and innovation. Faced with fierce competition in the market, designers should pay more attention to serving consumers and discovering their preferences, rather than adding some eye-catching visual elements inappropriately. On the contrary, consumers are disgusted.

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Images

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Outcome 2

Hubei Huiding Construction Engineering Co., Ltd. corporate image logo design innovation proposal

Abstract

This creative proposal is about Hubei Huiding Construction Engineering Co., Ltd. commissioned four teachers from the visual communication design department of our school to design a new corporate brand logo. This project is school-enterprise cooperation, and the purpose of this cooperation is to bring real cases of enterprises into the campus, improve teachers' practical ability and experience, and pass the experience to students. Hubei Huiding Construction Engineering Co., Ltd. is a civil engineering construction company, established on September 1, 2020. Hubei Huiding Construction Engineering Co., Ltd. contracted steel structure projects, decoration projects, curtain wall projects, bridge projects, and environmental protection projects. Hubei Huiding Construction Engineering Co., Ltd. is a new company, step by step to grow up to now, but the brand identity of the enterprise is very simple, and can not represent the company's image well, so the brand image needs to be fully upgraded, logo design must be changed first, to give the company's other partners a more reliable, advanced good corporate image. In this project, four teachers participated in the cooperation to complete the brand logo innovation and upgrading of Hubei Huiding Construction Engineering Co., LTD.

Keywords Corporate image; logo design; brand image; School-enterprise cooperation

Introduction

With the increasingly fierce market competition, brand logos as a key element of the brand visual image has become more important than ever before. Brand logos can be counted as the intangible assets of enterprises, but also a powerful billboard, play a role in promoting and disseminating information and is an essential element for enterprises to establish audience recognition and trust (Lelis, C., Leitao, S., Mealha, O. and Dunning, B., 2022). In-depth communication with the person in charge of the company to understand the corporate culture before the design begins, which will be directly related to the logo design. The person in charge of the company told us that the name of the company 'Hui Ding' means that it is outstanding, a hero of the people, standing tall and entrusted with important responsibilities. It represents the company's desire to excel in the industry and win more projects. Logo design is the core part of corporate image design, and it is an identification symbol that allows viewers to acquire the characteristics of things through the green channel without thinking or mild thinking. A good logo design needs to have beautiful, multi-adaptability, high recognition, inspiring, interesting, and other functions and characteristics, and the integration of the above elements to stimulate the profound connotation of the characteristics of the enterprise, and ultimately give the graphic positive corporate philosophy and corporate culture, to attract attention in the category competition to stand out (Ying W., Wuzhi Z. and Shuaihua J., 2023).

Innovative proposal and design process

Typography has been an integral part of business and brand identity design projects for many years and is an indelible part of logo design. Fonts, combined with graphics and typography, help companies establish a visual brand identity.

Tailor-made corporate font design has become one of the ways that independent font companies face competition from companies selling cheap packaged fonts. Today, unique typefaces have become a must-have for brand design, in part because customers had their own design ideas, and technological innovations in the late 20th century drove the flow of new typefaces that continued into the 21st century. The study found that each particular font elicits a particular emotion, due to differences in structure, weight and width. In this case, it is best for the brand to adopt a unique font that guarantees

accurate sentiment and brand personality, and the font is used as the structure of its brand vision and part of the brand aesthetic(Lelis, C., Leitao, S., Mealha, O. and Dunning, B., 2022).

First of all, eight logo design sketches are provided for the company, which are designed around the name of the entrusted company, the Chinese initials' HD ', and the Chinese name, because the company is mainly responsible for engineering projects and environmental construction, so each logo design is more square and simple, mainly in line with the overall tone of the engineering company's rigor and industrial wind. The design and selection of geometric symbols fully show the enterprise's brand culture and the designer's artistic skills and qualities. When designing the brand image scheme, the designer extracts geometric visual symbols that can convey specific information by abstracting and summarizing the natural things in life and combining the design principles and methods that convey emotions. The designer selects geometric figures that are highly recognized by the public as the main design elements for clever layout design and creates a beautiful brand logo with a sense of design (Xiao Y.,2023).

The first two of the eight-letter logos use 3D cube auxiliary modeling when the letter is designed, giving people a three-dimensional sense. The design of the two letters in the second row is relatively simple. The design of the first logo in the second row is mainly to add one or two auxiliary lines after the three-dimensional expression of the letters so that the letters have the feeling of misplaced space. The interior of the logo can also be filled with gradual colors in the later stage. After adding auxiliary lines to the picture, you will feel that these two letters also have an industrial wind and a sense of stability. The third row of two logos, the first one is the feeling of the house, and the second one draws a bridge leaf inside the letter, mainly referring to the two directions of the company's main business: bridge construction and environmental protection engineering. Two Chinese font designs, the first is the feeling of the tablet, the old and stable, and the second is a more square font without lines, simple and atmospheric. Below are the sketches and standard drawings of the logo design.



Figure.1.1

The company tends to use geometric shapes to summarize the logo, while the three-dimensional logo design is in line with the tone of the company, but it is not concise enough, and the direct use of the Chinese name gives a common feeling, which is very simple and cannot reflect the tone of the architectural company, so several schemes are denied. The designer continued to improve on this basis, so the company chose the proposal as shown in the picture. The designer carried out further color effect processing, and the result presented was shown in the picture.

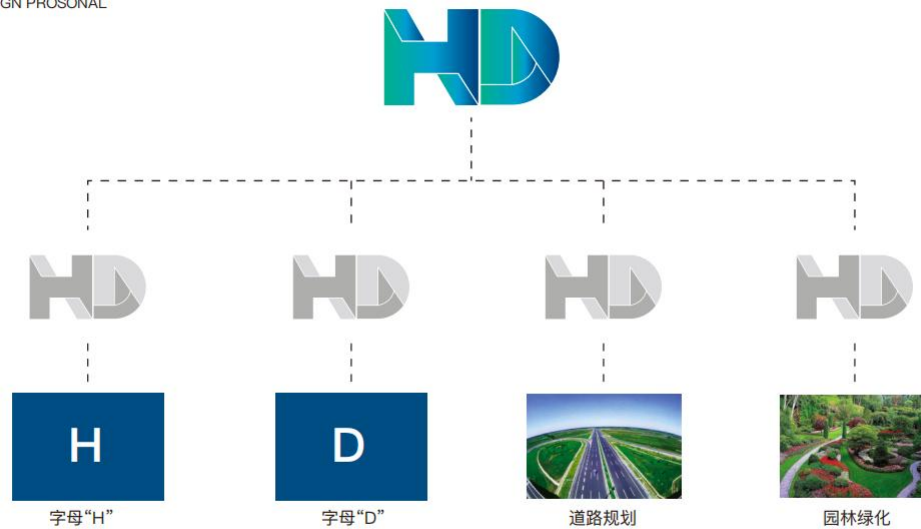


Figure.1.2



标志释义：

在这款LOGO的设计上，选取了道路、规划和绿化元素进行融合，较为直接地体现出了行业属性，增加了可识性。

标志整体造型简约大气，经艺术表现，抽象的融入“荟鼎”首字母“HD”，并将字母立体化表现后加一两条辅助线让字母有错位空间的感觉，现代感十足。

标志整体以“HD”为主体，使人一目了然，突出企业名称，增大可识别性和传播力。标志选用蓝色和绿色，体现道路规划建设、园林绿化的同时，又具有强烈的视觉冲击力。整体简洁明了、寓意深刻、易于识别。

Figure.1.3

In the design of this Logo, the elements of road, planning and greening are selected to integrate, which directly reflects the attributes of the industry, and the logo adds the core of the company culture. The overall shape of the logo is close to the simple atmospheric style, the logo as a whole to 'HD' as the main body, so that people at a glance, highlighting the company name, increasing the recognition and communication, logo abstractly integrated into the company name "Hui Ding" the first letter 'HD', and the letter three-dimensional performance: add a few lines to make the letter have a sense of space. HD fonts are thicker because a study by Ko, Y.H.(2017)states that letters with larger widths or heights are easier to read than letters with smaller widths or heights. In terms of color, the gradient color adds a sense of light and modernity. The logo is blue and green.The study says green is often associated with nature, and it also reflects companies engaged in environmental engineering and landscaping. Blue gives people the feeling of being reliable and stable(**a, G., Henry, P.,

Queiroz, F. and Westland, S., 2019). Another study mentioned that blue makes people relaxed and calm (Chu, A. and Rahman, O., 2012). So the designer chose blue to project a trustworthy, calm corporate image.



Figure.1.4



Figure.1.5

In the proposal, the company also encountered some difficulties, the final effect is not ideal, the logo is not clean enough, the overall look of the font is too thick not enough, a little thick, the two fonts are very close together, it looks unclear, and not easy to recognize. At the same time, the color of the logo also affects the legibility. Ko, Y.H., 2017 said that contrast and color combination affect the legibility of the logo, and the most important thing for the logo is simplicity and ease to remember. The color contrast of the logo is very low, and the color distinction between the two letters HD is not very wide due to the gradual fusion of colors, resulting in poor legibility.

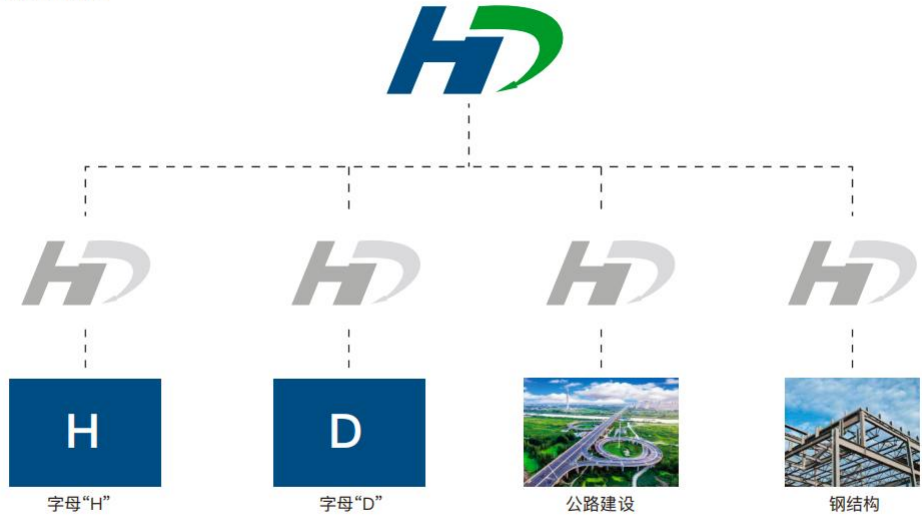


Figure.1.6



标志释义：
此标志造型简约大气，现代感十足。经艺术表现，巧妙地融入了“荟鼎”首字母“DX”、公路以及钢结构元素。
标志整体以“HD”为主体，使人一目了然，突出企业名称，增大可识别性和传播力。两个字母规则的交错融合体现了市政建设系统。字母“D”的箭头则代表着路桥，与箭头融合寓意一路向前，勇攀高峰。
标志颜色以蓝色和绿色为主，蓝色让人联想到天空和大海，寓意着博大、永恒和智慧。绿色则体现出环保绿化。标志整体稳重大气，内涵丰富。

Figure.1.7



Figure.1.8

So the designer continues to modify the previous scheme. This logo design combined with the needs of the company, the shape is more simple and atmospheric, full of modern sense. Through artistic expression, it cleverly integrates the initial letter 'HD' of 'Hui Ding', highway, and steel structure elements. The logo as a whole takes 'HD' as the main body, which makes people at a glance, highlights the enterprise name and increases the recognition and communication power. The interleaved fusion of the two-letter rules embodies the municipal construction system. The arrow of the letter 'D' represents the road and bridge, and the integration of the arrow means all the way forward, climbing the peak, and also represents the beautiful vision of the company. The logo color is still blue and green, but the color contrast is enhanced and the gradient is removed. Blue reminds people of the sky and the sea, meaning vastness, eternity, and wisdom. Green reflects environmental protection and greening. Mark the whole stable atmosphere with, a rich connotation.

Partnership

This innovative proposal is the cooperation between the University and the company on behalf of the teachers' group. This time, Hubei Huiding Construction Engineering Co., Ltd. commissioned the full-time teachers of the Design School of the Wuhan University of Communication, Ms. Chen Jin, Ms. Song Yanni, Ms. Wang Mai, and me to design and produce the brand logo for the company. I am the person in charge of the teachers' team. Since I was the one who looked for the company to cooperate with, I led the entire cooperation process. In addition to involving the teachers, It also provides students with the opportunity to move from textbook theory to actual practice. School-enterprise cooperation promotes teaching and practice, provides a platform for enterprises and universities to establish good cooperative relations, and is conducive to the common development of schools and enterprises. In this cooperation, my responsibility is to communicate with the company and convey the design concept of the company, and another designer is responsible for drawing sketches and renderings. This cooperation has a clear division of labor, so that we can fully understand the difference between real combat and virtual projects, and teachers can share this case as an experience with students.

Limitation and Discussion

The founder of the company is a pragmatic person, and its partners are all contacts accumulated over the years and the reputation of the company. However, the company does not pay enough attention to the upgrading of the corporate brand

image and invests less capital. In the delivery process of the brand logo design, the arrangement is casual and not formal enough, and the company only requires the logo design upgrade. The reason is that the enterprise's brand strategy has not been completely upgraded, the reason is that the enterprise's ideas have not changed, and now the enterprise's brand image is more and more important to the enterprise, which is the face of a company and an important way to attract customers, so for Hubei Huiding Construction Engineering Company, only relying on a logo design is far from enough. The results show that brand image has a positive impact on brand trust, and brand image and brand trust have a positive impact on brand loyalty. Enterprises can enhance brand trust and brand loyalty by enhancing brand image. Brand image, brand trust, and brand loyalty, these three have an important relationship (Alhaddad, A., 2015).

Conclusion

With the progress of society and the development of science and technology, many traditional enterprises are transforming, and new enterprises are constantly seeking innovation in exploration. The brand logo created by Hubei Huiding Construction Engineering Co., Ltd. at the beginning of the enterprise gradually failed to accurately convey the existing concept of the enterprise to the market, nor was it suitable for the diversified service projects of the enterprise. Logo upgrading is an inevitable requirement for the development of the enterprise. Hubei Huiding Construction Engineering Co., LTD. The upgrade of the brand logo is not only reflected in the visual factors such as graphics and text that constitute the logo, but the most important thing is to reflect the core value of the enterprise through the logo, that is, the accurate corporate positioning, that is, the combination of corporate positioning, text, and graphics. In terms of economic benefits, it helps the company to enhance brand trust, enhance consumers' trust in the company, strengthen the inherent symbol of the brand, transmit brand emotion, and enhance the competitiveness of the enterprise.

As a teacher, we can not only rely on reading books and online learning but only participate in real projects "going out" to pass on experience to students and let students learn knowledge that is not available in books. In this project, we deeply understand the market competition, do not update will be eliminated, design is a changing industry, this is the point of view we need to convey to students

In the process of 'Huiding' logo design, the graphics are given to the logo design, and it is necessary to artificially integrate the knowledge, technology, materials, and spirit unique to the nation, region, and era into the logo design, extract things with a distinct sense of The Times, and create contemporary culture. As a transcendent configuration process, logo design uses the combination of points, lines, and surfaces of visual elements to integrate modeling techniques into art. It becomes a carrier of spirit, a materialized form of culture, a manifestation of personal value, a symbol of world language and civilization, and a display of corporate image, showing new connotations.

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Outcome 3

Biomimetic art and pattern design— —a story of onion

Abstract

Onion is a very common ingredient that can be seen everywhere. My previous cognition of onion was only delicious and fragrant. However, when I taught the course "Design Sketch" to freshman students, students were required to find interesting items for observation and draw them. At this time, I noticed onions, their smell is unique, and often makes people cry, but very fragrant, their shape is round, but unwrap the onion, layer by layer, the inside structure is unique, and the texture is very beautiful, the color is golden and clear, I found that the onion inside has such a beautiful structure, so I have the idea of artistic creation on it. However, not many people study onion design. This article tells the story of the artistic creation of an onion, how an onion combined with bionics to inspire, from its shape, taste, and smell to extract the metaposemes, into pattern design. This paper will explore the connection between bionics and pattern design, and how to use the principles and methods of bionics to innovate design patterns. Through the observation and research of creatures in nature, we can get inspiration to create patterns with unique charm, but also improve the practicality and functionality of the patterns. This article also hopes to bring inspiration to graphic designers, stimulate their creative desire, and broaden their innovative ideas to resonate with the audience.

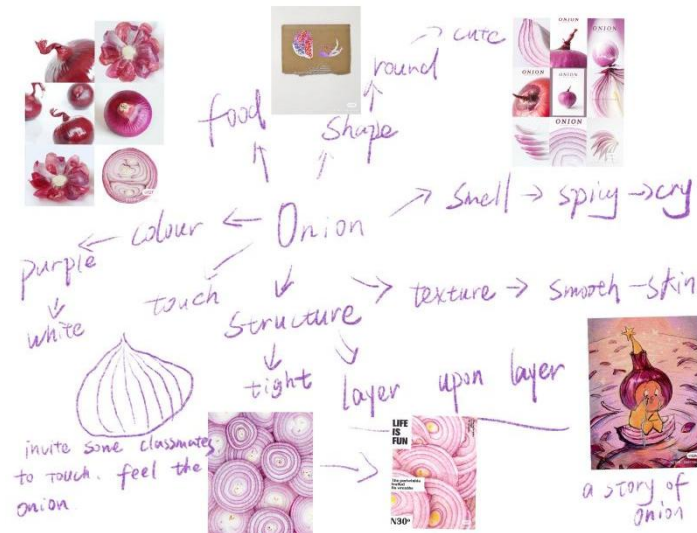
Keywords

onions; biomimetic; pattern design; inspiration

Introduction

Bionics is the study of biological systems and the use of this knowledge to improve mechanical and other man-made systems. By studying the structure and function of living things, we can draw inspiration from them and provide new perspectives and methods for pattern design (Vincent, J., 2009). In nature, the structure and color of organisms are often very delicate functional, and aesthetic, which is an important reference for our pattern design. The lowest level of bionic design is the direct reproduction of biological objects such as leaves, shells, trees, and bones. But simple replicas can also become urban myths, such as the idea that the design of the Eiffel Tower originated from the medullary structure of the head of a large human bone, or that the design of the Crystal Palace roof was inspired by the leaves of the Victorian Amazon lily, but there is no evidence to support either of these popular explanations. (Vincent, J., 2009). Bionics is the study of biological systems and the use of this knowledge to improve mechanical and other man-made systems. By studying the structure and function of living things, we can draw inspiration from them and provide new perspectives and approaches to pattern design. In nature, the structure and color of organisms are often very delicate functional, and aesthetic, which is an important reference for our pattern design.

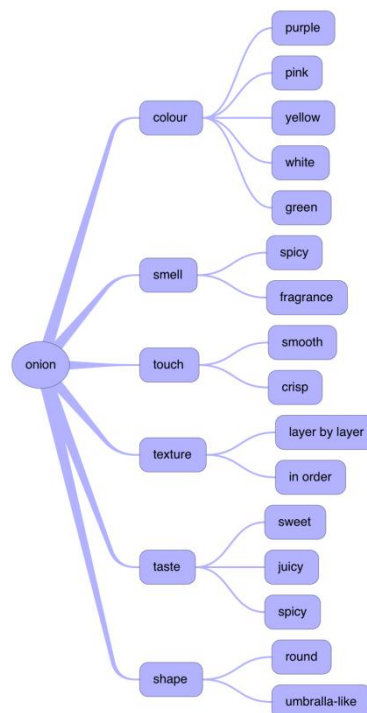
First, I found the onion as the target of my bionic design, and I needed to observe the onion. What I want to do is to look at the onion, to see it, to touch it, to smell it, to feel it, to be inspired by the feeling. To feel the onion, what do Onions look like? What does it smell like? What does it feel like? What does it taste like? When I think of Onions, what do I think of? I write some notes about onions.



1.1 Brainstorm

As shown in the picture, this is my first feeling and association with Onions. The ancient Chinese were good at observing all things and describing the forms of natural creatures with simple lines, creating the earliest Chinese hieroglyphs. In the West, the famous Wright brothers invented their first airplane inspired by flying birds. It begins with observation, followed by imitation and learning (Hsiao, H. and Chou, W., 2007).

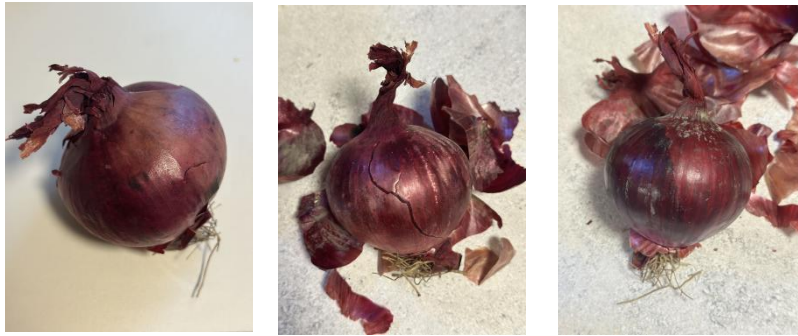
I bought an onion from a market and observed it at home, and I summarized the characteristics of its color, texture, shape, smell, touch, and taste.



1.2 Characteristics of onion

Onion observation notes

It's not enough to just look at the surface, I need to look inside the onion. When I picked up the onion, I peeled it off layer by layer. The outer skin was crisp and dry, and there was some dust and a slightly rough surface.



1.3 onion from market

I continued peeling and when I reached the third layer, I saw a distinct umbrella texture and smooth surface. Moving on to peeling the skin down, I could already smell the pungent flavour of the onion and could see the white flesh, which was getting smoother and smoother. I tried to peel it further down, but it wasn't easy to peel it off, so I had to cut it open, and there were yellow roots inside.



1.4 Peel the onion

I cut the head and the end of the onion, and they all have yellow roots. I continued to cut, and I saw a perfect grain, a beautiful symmetry. The white flesh and purple are interleaved in a regular pattern. I found that Onions can be opened layer by layer and my eyes cannot stop crying.



1.5 cut the onion



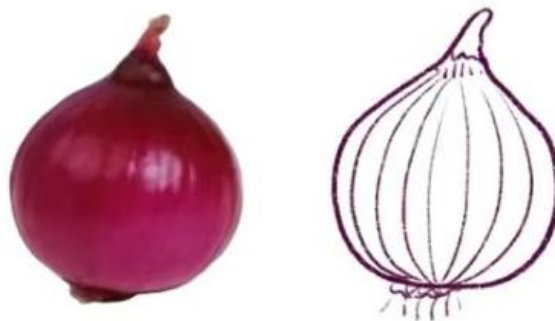
1.6 Peel the onion

I tried to unfold the layers of this onion, like petals. I find the internal structure of onion interesting, I like its tight structure, layer by layer, circle by circle is very regular, its orderly beauty attracts me. At the same time, its beautiful colours make me want to use its beauty of order and colours to make pattern designs.

Bionic design is often used to train the ability of observation and association. In addition, the purpose of bionic design is to extract design inspiration from creatures in nature and create products that improve people's quality of life and convenience. Organic organisms have complex forms and structures, and simplification is an important way of morphological transformation in bionic design. The primary problem facing product designers is to extract key biological features from a large number of biological forms and structures through analysis, so as to obtain elements and inspiration for artificial design and manufacturing. Simplify complex biological structures into product characteristics suitable for artificial and manufactured materials. This simplification process requires designers to have strong abstract thinking for association. At the same time, the whole design process requires a lot of time, and requires constant revision and experimentation (Hsiao, H. and Chou, W., 2007).

Pattern design idea

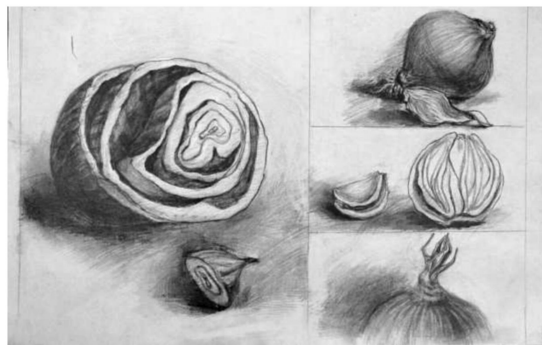
Step 1 sketch



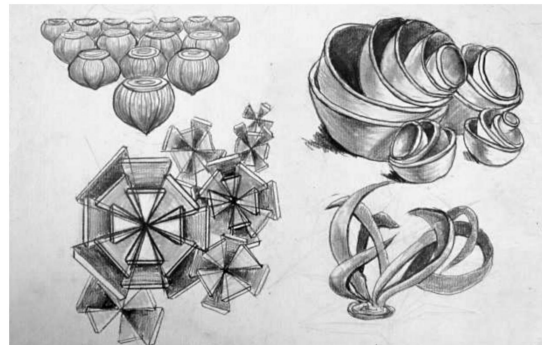
2.1 Whole onion: Simple lines to summarize the shape.



2.2 Onion profile (Different Angle)



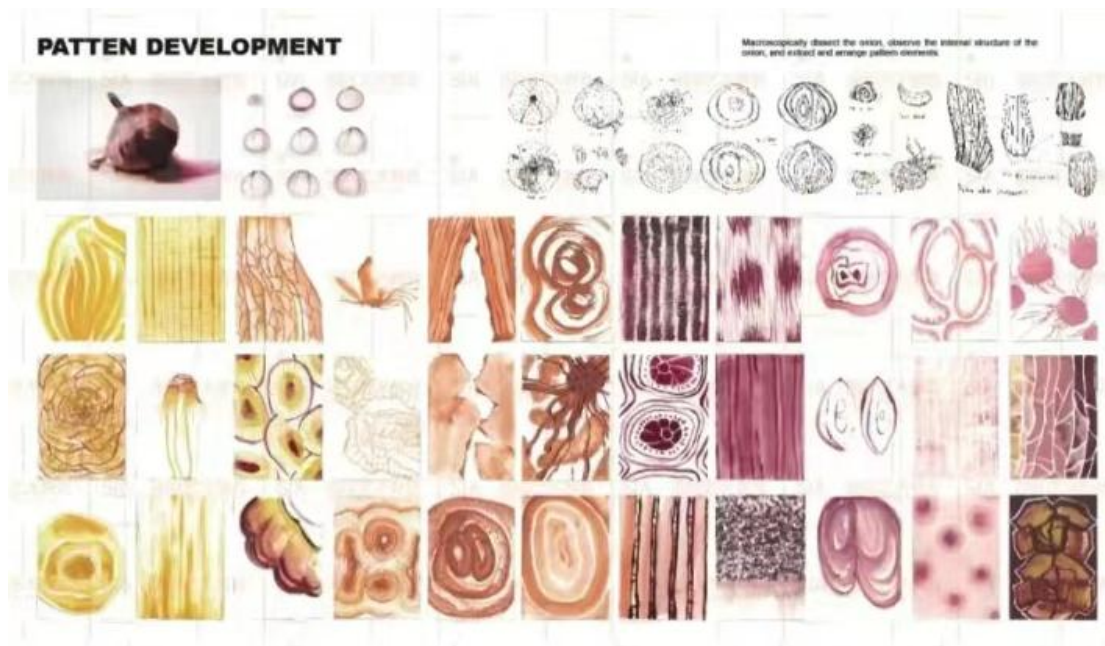
2.3 Paint realistically



2.4 Draw abstractly

Step 2

By drawing sketches, we have a further understanding of the shape of the onion, followed by a further analysis of the texture of the onion. Extract the pattern of onion texture to draw abstractly, at the same time, extract the purple, yellow and white of the onion as the main colour. Figure 2.5 shows the process of texture extraction and pattern formation of onion



2.5 Pattern Development



2.6 Picture:Yang mei ! Wo lai !e! & Miss TT



2.6 Beauty of Order (Photo : HOYO)

The orderly beauty of onion texture needs to be discovered, created, and associative. Texture bionic design is often used in clothing design, everything in nature contains a variety of pattern texture forms, people can consciously integrate ecological elements into clothing design, will bring people endless reverie, these can show the difference in the beauty of nature texture, pattern effect. There are direct application methods, which directly arrange and combine various bionic elements such as the relevant textures and patterns on animals and plants in the clothing design, imitate or apply them to the accessories and fabrics of the relevant clothing, so as to achieve a unified and harmonious visual effect, and highlight the overall characteristics of the imitation clothing design more strongly and directly. Onion pattern design can use this method to directly use the texture pattern of onion for visual design, as shown in the figure, using the sense of order of onion texture to create a harmonious picture, so that the audience can have a sense of novelty but also resonate, the original onion can be combined with visual art (Bingrui, L.,2019).



2.7 Photo : BridgetLu

The second is the local reference method. This method refers to the observation and learning of relevant imitation elements, on the basis of refining and abstraction, the implementation of necessary reorganization and integration, so that it can get rid of the original constraints of various natural forms, comprehensive use of color, body, particle, line, plane and other symbols, in order to show vitality and vitality, change its form, size, proportion, etc. This method is used more often. Step by step, the conservative and primitive part of the phase-related bionic elements are weakened, so that it presents a variety of characteristics such as strong practicality and strong fashion sense (Bingrui, L.,2019).As shown in Figure 2.8, this extracts geometric features from the onion and combines them into an abstract, regular pattern that does not look like a traditional onion pattern, but still gives a sense of the onion's pointed shape and roundness.



2.8

Step 3 pattern application

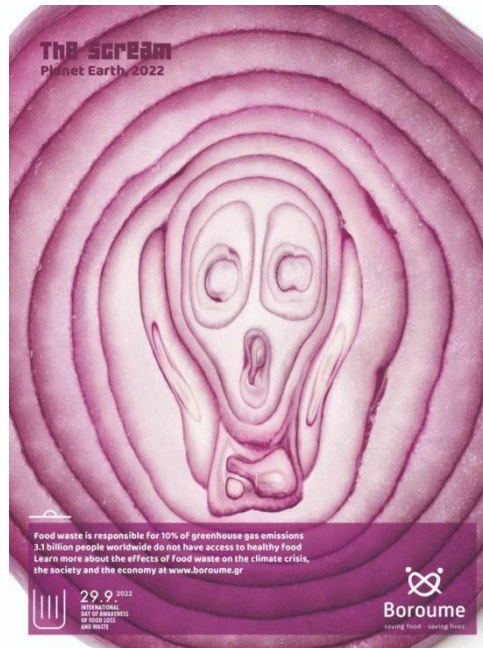
The onion texture and shape are designed into different patterns. It can apply to book covers, posters, packaging and so on. We can see many different graphic designs based on onions being applied to the posters. Figure 2.9 The internal structure of onion combined with the shape and color of onion to reconstruct a complex and abstract pattern with a sense of science and technology. Figure 2.10 also uses a few strokes to draw the shape of the onion, with repeated techniques, coupled with strange expressions, making the pattern very vivid.



2.9 Onion fantasy



2.10 Strange onion head



2.11. The Scream

As shown in Figure 2.10, the design of this poster comes from the painting "The Scream" by Norwegian painter Edvard Munch. The transverse texture of onion is depicted as the picture of "The Scream". Their works show the characteristics of onion incisively and vividly, and express them with creative thinking.

The resources of pattern design are very rich, and the pattern design has gone through a long process of historical precipitation, innovation and extension, and then formed many unique design styles. Different pattern designs have obvious symbolic meanings. From the expression techniques, it can be seen that they convey auspiciousness and beauty to the world, and the use of patterns can replace words for emotional expression. The emotional expression of patterns is more vivid (Huini,L.,2016), today more and more pattern design is applied to different media, in illustration art, poster design, packaging design, book cover design there are more and more pattern design from nature, draw inspiration from nature, combine creativity, with others unexpected perspective, Make the design pattern more vitality, closer to life.

Discussion and Limitations

Generally, bionics is applied to product design and architectural design, and the combination of pattern design and bionics is more of a shallow imitation of biological shape, color, and need to think more about sustainable development, such as renewable pigments or other painting tools will be more able to reflect the value of bionic design. With the development of science and technology and the deepening of people's understanding of nature, bionics and pattern design will have more intersections. The pattern design of the future will pay more attention to practicality and functionality, but also pay more attention to innovation and personality. We look forward to creating more innovative and artistic pattern design works through the inspiration of bionics.

Conclusion

Our world does not lack beauty, but it lacks the eyes to find it. In the face of real objects, we think and then act around ideas and images. In the process of expression, the established norms are removed, the objects are presented in consciousness, and are transformed into real subjective feelings, which are understood and studied in the introspective experience. Through

observation, we can gain insight into the image image from the image form, so as to go beyond the surface description, strengthen the form language and form consciousness, and express the emotional resonance of the image and people (Yan, D., Ganming, Y., 2019).

Bionics is a type of design inspired by nature. Bionics is the simulation of models, systems and elements in nature to solve complex human problems (Barthlott, W., Rafiqpoor, M.D. and Erdelen, W.R. 2016). The inspiration of my design this time comes from onion. As a kind of natural organism, onion can be seen everywhere in our life but is not obvious. Once by chance, I conducted in-depth observation and dissection of onion. Due to time constraints, I wanted to do a focus group and have several people watch the onion with me and record their thoughts, but it wasn't done, and that will be my next step. This time, I was inspired by observing the structure, texture, smell and color of the onion myself at home, and I most wanted to extract a sense of order from the internal structure of the onion, find its patterns, draw it, and graphically manipulate the "umbrella" structure of the onion. At the same time, I can also extract its color, when I cut the onion, I can feel its juice soaking into my fingers and taking on purple, I can extract its juice and turn it into paint, using the natural color as the main color of my work. Finally, I will apply the finished pattern design to the book cover, poster design or packaging design, so that people realize that Onions can be "strange" and that Onions are also beautiful and colorful plants.

Bionics provides a new perspective and method for pattern design, which makes our design more practical and functional. Through the observation and study of natural creatures, we can draw inspiration from them and create patterns with unique charm. In the future, we look forward to creating more innovative and artistic pattern design works through the inspiration of bionics, bringing more colors and surprises to people's lives.

Image and figures

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