

# The Application and Research of Illustration Art in Brand Image

-- Taking the Packaging Design of "ZiRu" Hotpot Brand as an Example

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**Abstract:** Illustration, as a more direct image expression than text communication, has spread from ancient times to the present, broadly speaking, from the stone age murals to the patterns on bronze heavy objects, and then to the New Year pictures posted by every household in ancient times. It is the best way to explain the information by image processing. However, in modern business, the application of illustrations developed and expanded with the changes of newspapers and books in the early 19th century. With the variety of illustrations becoming more and more abundant, and the differences in painting methods and painters' values and artistic concepts, there is the art of illustration. The most important point of illustration art is that it can visually express the information conveyed in the text, and it is more direct and vivid. Since the evolution of illustration, the visual emotional design and content communication in brand image are becoming more and more irreplaceable. This paper will focus on the role and significance of illustration art in brand image, and give examples with my graduation design and "Free" hot pot series of illustrations to provide a certain theoretical basis for the study of art in brand image.

**Keywords:** Illustration Art; Visual Communication; The Brand Image.

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## 1. Introduction

With the rapid development of information, the way of communication with characters as the main body has been gradually changed by the way of image communication of the party. The "era of reading pictures" has penetrated into our lives, and now people are showing more and more interest in visual culture and graphic culture. In this context, the strong visual effect of illustration makes it widely used in various visual areas. For example: brand design, poster design, advertising design, brand image, etc. In the brand image, the lack of humanized packaging design is far from meeting people's spiritual needs, so solving people's emotional needs has become an important proposition of brand image. This paper will study the problem of insert art, seek the essential reason for the vitality of illustration art, and explore the value of combining emotional illustration with packaging design. The new hot pot brand lacks the appearance packaging with market competitiveness. This paper studies the application of illustration in the image design based on the practical problems of the "free" hot pot brand. "Free" hot pot tastes good, but as a new hot pot brand, it lacks strong publicity and promotion, and consumers' awareness of the brand is low. At present, the brands in the hot pot industry are rampant and uneven. Chengdu local brand "freely" wants to stand out, occupy the market and win the recognition and trust of consumers, which is a problem and challenge left by the brand and a rare opportunity.

## 2. The Value of Illustration in Brand Image Design

### 2.1. The Significance of Illustrations in Brand Image Design

#### 2.1.1. The Narrative Nature of Illustration

Narrative, that is the story that should have been narrated

is expressed through static images and conveys a certain connotation or concept to the outside world. The narrative nature of modern illustration in packaging visual art plays a role in explaining product information, expressing the competitive points of the product, and disseminating corporate culture. The ultimate goal of storytelling images is to enhance product competitiveness through elements such as color, decoration, and layout. In today's society, we advocate for corporate culture and brand effect, and express them in the visual art of packaging through products. As the "first representative" of enterprises facing consumers, modern illustration elements in their packaging design are of great significance for conveying brand concepts. For example, the Nongfu Mountain Spring Mineral Water Changbai Mountain series illustration packaging presents excellent illustration works through the redesign of concrete elements extracted from Changbai Mountain, fully conveying the high requirements for the cleanliness of the original water source, as well as the concepts of hygiene, environmental protection, love and protection of nature. Modern illustration plays an important role in conveying information and spreading brand concepts.

### 2.2. The Fun of Illustration

Fun refers to the feelings and emotional reactions of people under certain conditions. The fun of modern illustrations is expressed through content. Taking the packaging design of children's toys as an example, the fun of illustrations in visual art of toy packaging is combined with the physical objects of the toys to express a flat visual language, increase the fun in visual language, and also enable readers to intuitively feel the appearance, attributes, and other contents of the product. In the visual language of packaging art, the fundamental purpose of illustrations is to attract consumers and facilitate consumption transformation. In shopping malls, when faced with a dazzling array of products, adding interesting illustrations to packaging visual art increases the probability

of attracting attention and promoting transformation to a certain extent.

### 2.3. Excellent Cases of Foreign Illustration Applied to Brand Image



Figure 1. The packaging design of a candy brand in Vietnam

Figure 1 shows the packaging design of a candy brand in Vietnam, inspired by Vietnamese myths about Rain God, Sun God, and Wind God. Consumers can immediately perceive the brand's positioning, and the overall feeling is more traditional. The color matching is very eye-catching and eye-catching. A good packaging design should fully explain everything, and this work won the Best Illustration Packaging Design in 2018.

## 3. The Creative Process of Hot Pot Illustrations in 'ZiRu'

### 3.1. The Conception of the Middle Line Draft of the Hot Pot Illustration in "ZiRu"



Figure 2. "ZiRu" hot pot illustration of the basic frame background

The draft of Figure 2 is basically the general framework behind it. The area of hotpot is very large, so there is a considerable space to depict rich food and provide diners with sufficient appetite. In terms of composition, there is no longer a deliberate emphasis on filling the picture, making the entire

content of the painting more concentrated. So, I showed the draft of this version to the teacher, and the teacher didn't have much reaction, just asked me to continue. When I continued to refine the part of Qingcheng Mountain in the upper right corner, I found that it was always not compatible with the whole picture, and felt strange. After thinking about it, I decided to replace the elements of Qingcheng Mountain, but to keep a crane, because I also liked the idea that the crane took a duck intestine and divided the whole hot pot into a Tai Chi diagram, which was part of the preservation of Taoist elements of Qingcheng Mountain, and was also related to the theme of hot pot.

### 3.2. Conception of Creating Illustrations for the Hot Pot Brand of "Freedom"

The final draft is close to the style imagined at the beginning. With a high proportion of line draft and rich hotpot ingredients, plus one big panda and one small panda, the elements of Qingcheng Mountain have been replaced by Jinli. In order not to make Jinli too eye-catching, the painting is slightly simple, which is the humble house in the upper right corner. At the same time, the crane and chili elements are retained as small embellishments in the picture. There are also some small colored eggs in the picture, such as the element of covered bowl tea that represents the people of Chengdu, and the essential seasoning for hot pot: scallions, garlic, and millet are also in the middle of the hot pot.

## 4. Conclusion

In brand image, the application of illustrations has unique creativity. Illustration design can enhance the creative expression of graphic design. Due to the artistic properties of the inserts, they are more capable of assuming the responsibility of creative expression and adding a humanistic atmosphere in the design field. The unique personality and humanized characteristics of illustrations prove that they possess emotional connotations. It conveys brand image and personality in the process of packaging design, and has an advantage in fierce market competition.

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