

# The 'Stemming from the Heart' Series of Cultural and Creative Designs

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**Abstract:** With the development of the Internet in recent years, 'terriers' have become ubiquitous around us and have been integrated into our lives. Just like the national trend, the 'terrier' trend has been unstoppable. This is the beginning of design, which is both design and life. The characteristic of 'terrier' itself is that it varies from person to person and from time to time. Its diversity makes its own meaning is very rich, through the design of the 'terrier' meaning presented in front of everyone, to achieve graphic visualisation, the overall design through the vector cartoon shape for fun design, so that everyone can easily understand and love. In this information age, we often even love to use emoticons, which can enrich and fully express our inner language, in a word, everything is in the words. The emoticons we design are also 'terriers' that the general public can use everyday, and they are more practical. When we chat, we no longer use crepe words, but cute and animated pictures, which may be able to bring our friends and family closer together. For today's emergence of a large number of hot 'terrier', new 'terrier' and 'terrier' meaning, can be searched in the APP, so that the 'terrier' app allows you to search for the meaning of 'terrier' in the app, so that 'terrier' can be used more aptly and better integrated into our lives. At the same time, there will also be related emoticons pushed, so that the design is more closely linked. The final display uses neon lights, a 'tide' of influenza, making the design more contemporary. In the display, the cultural and creative products will look more trendy and energetic in this atmosphere. Therefore, design is an expression of trend and a display of life.

**Keywords:** 'Terrier' Culture; National Tide; Emotionality; Cultural and Creative Design.

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## 1. The Value of 'terrier' Cultural Designs

### 1.1. Market Perspective

Whether it is from Raymond Lowe's streamlined cars to Apple's fruity candy-coloured IMAC or from the steam era of Industry 1.0 or now Industry 4.0's Artificial Intelligence era, once a design trend rises, it is bound to last for some time, do the same design needs to keep up with the times, design and the market can't possibly be derailed, the market's needs are the driving force behind the design of the country's current era, the "tide" is rising, the American street culture is surging, when design and these cultures merge, we will find that those designs will be sought after. Today's era of national 'tide' rise, the United States street culture boom surging, when the design and these cultural integration, we will find that those designs will be sought after, Raymond Lowe once said: I have seen the most beautiful curve is the curve of rising sales. When design meets the trend of the times, with the wires of the market, the design will also become more suitable. The 'terrier' has been a craze in our life, we can see many harmonic terriers in advertisements, the use of 'terriers' is more in the field of multimedia, and seldom appears in the plane around us, whether it is packaging or posters, as part of the trend, we feel that the 'terrier' is a part of the trend, we feel that the 'terrier' is a part of the trend, we feel that the 'terrier' is a part of the trend. As a part of the trend, we think that 'terrier' is a very potential design direction, it has many rich design elements, and may be a new star in the design market.

### 1.2. User Perspective

Any design is tailored to the user, the user is the starting point and landing point of the design. Maslow's hierarchy of

needs theory divides human needs into five layers, physiological needs, safety needs, emotional needs, respect needs, self-actualisation needs, why do people love the 'terrier' and the 'terrier' wave? We will find that the deeper connotation of the 'terrier' is the vision of the future, some are used to bring people closer to the emotional ties between people, and some are on the reality of helpless sadness outside the mood with a way to flirt with the expression of people need these 'terriers' to let the boring life add some happiness. People need these 'terriers' to add some happiness to the boring life, and add a splash of colour to the world which is originally full of sunshine. As a real need of contemporary people, 'terrier' naturally makes it incumbent upon us to pay attention to the design, better integrate it into the design, and make the design satisfy the users.

### 1.3. Social Perspective

The rise of green design, the research and development of shared design, the beginning of disability design are all corresponding changes in response to the problems and shortcomings of today's society, and for a deeper level of spiritual care design, targeting the world's forgotten minority, who are also eager to get the world's attention. There is no lack of these people among the people who use 'Terrier', and even more of them, the workers who are unhappy, unlucky, and squeezed by 996, they need a form to vent to the society, and at the same time, give them enough respect, and 'Terrier' can express it appropriately. The 'terrier' can be aptly expressed, it is such a small existence may be exactly what the society needs, and its emergence also reflects part of the social status quo.

## 2. The Significance of ‘terrier’ Cultural Design

### 2.1. Design and Marketing

Most of the marketing of the market is considered to be consumer-centred, while the foothold of art and design is centred on people to serve us and meet human needs. In fact, art and design has become an important means of promoting the sale of goods in modern society, and has become one of the important carriers of market and marketing into the economic soul. When it comes to design, creativity inevitably comes to mind. Creative design as if it is natural and design connected together. But design is, after all, the commercial sphere, the sky is the limit before the creative, first of all, there are commercial and market hostage. Dancing with shackles is the destiny of design. Because of this, to judge whether a design is a good design, in addition to creativity, we need to pay more attention to the design and market fit. ‘Terrier’ as a contemporary trend, it can become a part of the market design trend, it itself has been given a lot of creative connotation worthy of in-depth study, we will find that a good design will stimulate consumers to consume, at the same time will bring the market more consumer power, when the design conforms to the market direction, the design meets the “trend” of the design. When the design conforms to the market trend, the design meets the needs of the market era of ‘trend’, the market will become more diversified. Nowadays, you and I are surrounded by more and more screen media, which means that the design needs to follow the trend of the times to move, or can be more adaptable to the continuous development of the new media era.

### 2.2. Design and Society

The ‘Stalking in the Wistfulness’ series of cultural and creative design is aimed at young people, who are at the age of ending their studies and joining the society or have just stepped into the society for a few years, and they begin to be anxious gradually, for their work, for their emotions, and for their own future. They begin to climb the social ladder, and gradually the pressure slowly puts their original vision of the future of the restless heart slowly into the claustrophobic room breathless, they need a way to regulate their emotions, through the humorous self-humour, self-deprecation, black humour way to start releasing their own repression. For example, the hottest trend these days is ‘working’. The most popular expression is ‘working’, which comes from ‘Cicada’, a new work by illustrated book artist Chen Zhiyong, which tells the story of an honest and hardworking ‘cicada chrysalis’. ‘It tells the story of an honest, hard-working cicada pupa who has no friends in the company and is ostracised by his colleagues and bullied by his boss. After a long period of endurance, one day it finally jumps out of its chrysalis shell and spreads its wings to fly away. Many people watched it and sighed, ‘Isn't this me? Are you tired of working? Yes! But I can't cry because it's not safe to wipe my tears while riding a motorbike. Love is not the whole of my life, working is. You can't make much money working part-time, but a few more jobs will give you no time to even spend money. 80% of the pain in life comes from struggling for a living, but I know that if I don't work part-time, 100% of the torment and despair comes from not having any money, so between working part-time and not having any money, it's only logical to choose to struggle to work part-time. Working part-time may take 10 years off your life, and you can't live a day without it. This is

why the hit workers why the fire, this ‘terrier’ is the current situation of most of our young people, ‘terrier’ deeper reflection of the social status quo, behind each hot terrier, are countless of the general public on the reality of the view. Whether it is self-deprecating, humorous, or even flirtatious, it is all for the sake of better life, in order to bring a little happiness to oneself in this miserable life, which is the significance of the existence of the ‘terrier’.

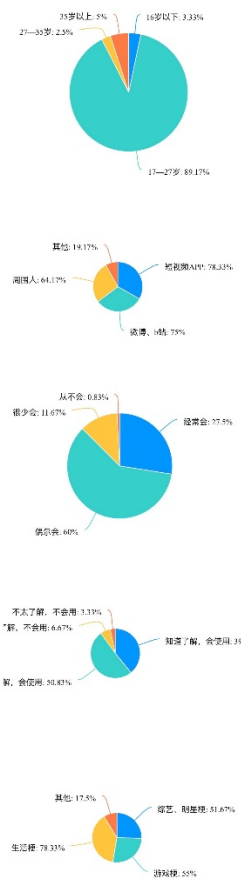
## 3. Design and Creation of ‘terrier’ Culture

### 3.1. User Research

How the design holds up, so that society recognises it for what it is worth, is as integral to both as an argument needs a thesis. No matter what you do, the target is key. The same is true for archery, first see the target, otherwise what you do next is useless. Clarify the background and purpose of user research, that is, to know how the background of the research in the design, and then according to the background of the precise purpose of the research into the further design. The biggest taboo in design is to detach from reality, the biggest difference between design and art is that one is for real needs and the other is inspiration for self-expression. In our design, we conducted a survey on ‘How much do you know about terriers’, and designed a total of 10 multiple choice questions and one optional question, totalling 11 questions. In the design we thought of various types of questions and problems, but we finally decided to present the simplest form, as a questionnaire simple and time-saving is to give the user's respect, at the same time, we condensed the most core questions so that we can better grasp the majority of the current users, ‘terrier’ in their lives in the space occupied, the ‘terrier’ type of self-expression. the space occupied by the ‘stunt’ in their lives, their preference for the type of ‘stunt’, and the form of ‘stunt’ expression they prefer... According to these 11 questions, it is a good preparation for us to start the corresponding design, the data and results of the research can make the next design is no longer our complete subjective assertion, but become a more justified solution, or even reverse to promote the product demand iteration direction.

### 3.2. Emoji Design

Nowadays, emoticons seem to have become an essential tool for chatting with others in the network, who doesn't have a few emoticons in WeChat/QQ to chat and negotiate? If you don't send a few emoticons to your friends during the chatting process, you will always feel the atmosphere is strange, and all kinds of ‘fighting pictures’ are even more chaotic. In reality, those who can't open their mouths to ask, an emoticon expresses our innermost thoughts. For example, the embarrassment of the New Year's red packets, do not want to stay up late to work overtime ideas, an emoticon to express the inner cry and repression, but also to avoid the language expression of the risk. In China, where expression is more subtle, emoticons have become indispensable. Anyone can make emoticons according to their own preferences. The same emoticon with different words has different effects. The ‘terrier’ emoticons amplify and caricature the negative emotions associated with the ‘terrier’, and through self-deprecation, self-deprecation, and black humour, they allow everyone to vent their inner pressure, giving the culture of mourning a healing power.



## 调查问卷

关于梗的知晓多少呢

注：“梗”是一个年轻人广泛使用的网络用语，指一些有趣的“笑点”。

- 您的性别是：  
A.男 B.女
- 您的年龄是：  
A.16岁以下  
B.17-27岁  
C.27-35岁  
D.35岁以上
- 您平时了解“梗”的途径有：  
A.短视频APP  
B.微博、B站  
C.朋友圈  
D.其他人
- 您平时会关注“梗”吗：  
A.经常会  
B.偶尔会  
C.很少会  
D.从不会
- 您对“梗”的使用情况为以下哪种：  
A.知道了解，会使用  
B.半知半解，会使用  
C.知道了解，不会用  
D.不太了解，不会用
- 您更喜欢以下哪种类型的“梗”：  
A.综艺、明星梗  
B.游戏梗  
C.生活梗  
D.其他
- 您觉得“梗”对我们生活有影响吗：  
A.很大影响  
B.有点影响  
C.没有影响  
D.不知道
- 您觉得“梗”的作用有哪些：  
A.搞笑  
B.沟通交流  
C.紧跟时代潮流  
D.其他
- 以下哪些“梗”您比较熟悉：  
A.瑞理瑞超超

### 3.3. Innovation in Display Design

The display is made of neon as an effect of the theme of ‘Grouchy’. In Hong Kong in the last century, the streets seemed to be like this: neon flashes in various colours between the buildings, and the whistles of the buses came slowly, leaving the hustle and bustle of this ‘ambiguous’ behind the downtown area. It’s been said that the only way to know how busy a city is is to see how bright the neon glows at night. Overall, the neon effect not only creates a visual effect, but also allows people to read important information directly. Neon, along with other kinds of signage, shapes Hong Kong’s urban experience: not just as a purely visual effect, but also as an intimate interaction with the city’s fabric, its environment, and people’s lives. Neon is a highly malleable medium, not only presenting its modernity in Hong Kong, but also incorporating the excellence of traditional Chinese culture. The soft, dreamy light of neon once created an austere, lived-in, transcendent sense of reality on the streets. As a ‘terrier in the bosom’ display material can better restore the breath of life, while with a ‘tide’ gas.

## 4. Featured Analysis

### 4.1. Cultural and Creative Features

We will carry out sufficient interaction during the exhibition to better promote the sale of our cultural creations, and let the players (on-site students) participate in the process of selling our cultural creations in an entertaining way by rolling the dice and playing the chess mode. In most of the

graduation exhibitions, the works on display are sold in the form of display, which is too single form, no interaction with users, lack of interest and difficult to attract users. The marketing method of ‘blind box’ is used as a selling point in the design of cultural and creative products. A large number of young people try the blind box, the core of the two needs, the first collection of the sense of satisfaction and happiness, and the second is the spiritual solace. In short, people buy blind boxes mainly because of the mystery of the unexpected. The rules of the blind box game is the shape of different small toys into a box, a series is generally 12 basic models plus a hidden models, hidden models of the same price and the price of the basic models, but the number of rare, the probability of drawing only 1/144. can be said to be a ‘surprise + limited purchase’, so that players chopping their hands non-stop! Life is like a box of chocolates, you never know what flavour you’re going to get next’, using this line from the film “Forrest Gump” to describe the blind box, it seems to be more apt. The stimulus of uncertainty is instead more likely to lead people to repeat decisions. This is the case with blind boxes: you may get an inexplicable thunder model, or you may get a cover model, a hidden model, or a favourite character from some IP co-branding, and this uncertainty always makes people want to try out their own ‘Ou Qi’.

### 4.2. Illustration Features

The illustrations also amplify and caricature the negative emotions associated with the ‘terrier’, through self-deprecation, self-hacking, black humour so that everyone can vent their inner stress, making the culture of mourning also

has the power of healing, the overall colours and images with a wealth of drama and fun, our style borrowed from the Memphis Group's grotesque design style! The Memphis Group, as the coolest 'rebels' in the design world in the 80s, valued visual impact more than rational cognition, opposed the monotony of scientisation and standardisation, and created with an entertaining mindset, which can be said to be the polar opposite of the 'Less is more' group of people. It can be said that it is a group of sensual geeks who are diametrically opposed to 'Less is more (less is more)'. At the same time, they also advocate interesting decorations, emphasise on handicrafts, and actively explore inspiration from pop art, oriental art, African art, Latin American art, etc., traditional art, with grotesque forms and strong dramatic effects that are often unexpected. In short, their design goal is to be different from the traditional! 'Memphis' in the colour often deliberately break the inherent laws of colour matching, like to use those bright bright people's eyes, especially pink, pink and green and other gaudy colours.' The colours are bright and light, full of fun and a sense of freedom, with a lot of geometric compositions. The composition seems to be messy, but in fact there is a rule, active sense and sense of rhythm. Oppose to the same, like to be colourful and diverse. The design of 'Stem in the bosom' is also the pursuit of the brainstorming style, combined with the characteristics of the Memphis Group and today's most popular vector character style fusion so that our design has its own characteristics.



Figure 2. illustration design

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