

## Research and Application of Emotional Design in Brand Image Design

Ying Li

School of TIANGONG University, Tianjin 300380, China.

843953804@qq.com

### Abstract

**This paper describes the research and application of emotional design in the design of brand image of B & B, and it is concluded that emotional design has become the most important in design research in today's increasingly modern and intelligent. We need people's emotions and practical action to prove that we design things are emotional, user-friendly, emotional balance of the current design of a variety of contemporary industrial design as a trend. People not only creation, but also the object of the user, so the design of the biggest feature is to serve the public, and human distinction between other things with the greatest feature is a unique emotion, which gave birth to a product design principles - - emotional design. How to better carry out emotional design, how to make the design of things more humane into the current research topic. The research and application of emotional design in the design of brand image is a reinterpretation of the concept of people-oriented. It emphasizes the design to serve the people, so that we can more clearly understand the value of emotional design, and a brand through the emotional design Driven, making a brand longer.**

### Keywords

**Emotion; Brand image design; Humanized design.**

### 1. Introduction

Entering the industrialization era of the 21st century, with the enrichment of material information and the acceleration of the pace of life, emotion as a communication channel between people has been researched and applied in various designs, and it has also caused people to start thinking about designing again. Design goes on a tortuous road and gradually perfects. Applying the concern for people to design proves that the humanization of design helps the development of the brand. It is a trend of contemporary design. Emotional design is more and more mentioned, and emotional design is injected into brand image design, and brand culture is used to enhance brand image design, making the brand stand out from many competitors. With the emergence of higher demand and the current social development environment, modern design has entered an era of diversification. How can people resonate with emotions, thereby satisfying certain needs of consumer psychology, and how to allow brands to capture people's hearts in many competitions. Become one of the problems facing designers.

### 2. Main body

When designing the brand image, in addition to satisfying the aesthetic needs, it is more in-depth design from the perspective of human nature, emotion and brand culture. From product emotion to brand emotion, practice has also proven that injecting emotion into the design, Establish your own brand culture, use emotions to stimulate the resonance of the audience, and it is precisely because of this, that relying on emotional brands and injecting emotional brand image design can be invincible in the cruel competition for a long time.

In brand image design, through the role of emotion, people will unconsciously establish a certain connection with the brand and perceive the interest and feelings that the design wants to express. This shows that emotion plays an important role in design.

Emotional design is emotional design, that is, incorporating emotional factors into the design, so that the design has human emotion. In other words, let consumers feel the intention of the design object, and more importantly, "intimate", this is the original intention of emotional design. Emotional design is not exactly the expression and vent of the designer's self-emotion, but should consider the emotional needs of the public, and should be people-oriented and designed for the public.

The "needs theory" put forward by Maslow divides human needs into five basic levels: physical needs, safety needs, social needs (belonging and love needs), respect needs, and self-actualization needs. And there is a level of demand development from low-level to high-level. When low-level needs are met, there will be high-level needs. Therefore, the social level is developing rapidly, and human needs are developing emotionally. The design has also evolved from simple and practical to full of spiritual core, humanity, and emotion. People's requirements for design objects are not only the functional and aesthetic experience brought by visual language, but also the humanization of design items, the rich brand connotation in identifying information, and how to leave a deep impression on the audience and resonate with them.

The ultimate purpose of design is to serve human beings. Therefore, the injection of emotional factors in design is the inherent characteristic of the aged design that meets the needs of people. Moreover, it is based on our understanding of emotions to start the realization of self-needs in order to balance certain factors in life. In today's society full of pressure competition and fast-paced society, realize the emotional design, integrate the emotional needs of people into the design, so that people can have a happy mood, close the distance between people, brand and balance Man-machine relationship.

The key to emotionalization in brand image design is to make the brand have human emotion. Injecting emotional design into brand image design needs to be achieved through various elements, that is, to convey through various elements such as modeling, color, material, and visual symbols. Human psychological feelings.

Today's brand image design has shifted from the CI era to the BI era. Paying more attention to inner feelings requires designers to inject emotional factors and reasonable emotional expressions to allow consumers to have a better experience. In many competitions, whoever captures the emotions of customers and who touches the hearts of consumers can leave a deep impression on consumers.

Emotional design plays an increasingly important role in many future brands. Emotional factors can be said to be the key factors affecting consumers' overall feelings. Through the study of emotional and emotional design and brand image design, find a reasonable emotional expression direction to achieve a better human experience.

Design, as the creator of lifestyle, embodies people's dual requirements for material and spiritual, and assumes the role of human civilization. Then, in a society with constant needs, emotions and human experiences seem to be more able to capture people's hearts.

From the perspective of brand design, emotion is not only personal, but also the core value of the brand. Secondly, whether it is design, product, marketing or brand, they exist to serve people and better satisfy people. Emotional needs; Finally, companies need to grasp market trends and design designs that meet the needs of society and people, whether it is graphic design, industrial design, or environmental design, all are done to enhance the corporate image, the ultimate purpose is to enhance the brand Value, to create more benefits for the enterprise, can make it stand out from many brands. Therefore, to better consolidate its power, we need to look at brand design with an emotional context and strategic perspective.

Enterprises should also pay attention to giving the brand unique emotional connotation, so that the brand image effectively leaves a deep impression on consumers, enters the consumer's inner world, and uses emotions to position the brand. Discover relevant details from real life to expand Design enables the final design to be closely related to people, rather than appearing out of thin air. This is the emotional brand image we advocate.

Nowadays, if you want to stand out from many competitors, you need to cultivate your own famous brand, position the brand, and then carry out brand image design. Through various visual elements to establish the connection between the brand and the consumer, combined with emotional design, Focusing on the human experience, the brand is deeply rooted in the subtle. From the end of the 18th century to the beginning of the 19th century, designing as a service to the public, and later Maslow's needs, to the latest design of the people-oriented concept, making today's design requires us to use emotions and more to reach consumers.

### 3. Summary

In an era of materialistic and current information, there is no doubt that emotional design has become one of the hot topics. Obviously, the brand image design that injects emotions provides the brand with a great impetus to move forward. Due to the lack of emotions, people's need for emotions is more urgent than ever before. This article hopes to adopt emotional, emotional design and the current era of brand consumption, through humanized design, and through injecting emotional factors into the brand image In the design, it makes the brand companies such as homestays and consumers to establish a close emotional relationship and stand out from many brands in order to build consumers' love and dependence on the brand.

### References

- [1] Donald A. Norman. USA, Emotional Design, Electronic Industry Press, 2005.
- [2] Yuan Yanji, Zhu Xi, Design in Design, Shandong People's Publishing House, 2006.
- [3] [US] Norman, Mei Qiong, Design Psychology, CITIC Press, 2010.
- [4] Lin Cailin, Brand Image and CIS Design, Shanghai Jiaotong University Press, 2012.
- [5] Yin Xin, Li Xin, Brand VI Design, Huazhong University of Science and Technology Press, 2014.
- [6] Brand image design Xi Tao Dai Wenlan Hu Qian.
- [7] Ming Sun, ICON image label——Design of brand culture and brand image system, People's Fine Arts Publishing House, 2015.
- [8] Gong Kai, brand gene sequence, 2011.
- [9] Gong Kai, Living Brand-GrowthBI Brand Identity Growth Communication.
- [10] Published by Viction: ary, Identity Suit, Viction: workshop Ltd.