

Exploration of Ceramic Product Design Methods Based on Storytelling

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Abstract: Ceramic, as an ancient and quintessential cultural heritage, has its unique imprint in every era. In order to better align with the modern market and explore the storytelling elements of traditional culture, it is presented in an innovative design method that combines tradition and modernity. This article innovates design based on product styling, decoration, and functionality, incorporating storytelling elements to express their culture and story ideas. The application of storytelling in ceramic product design has market development potential, which can enhance people's understanding of traditional culture and storytelling products, stimulate emotional communication through interactive means, and promote consumers' desire to purchase.

Keywords: Ceramic Products; Storytelling; Bionics Design; Interest; Education

Introduction

With the continuous development of the times, ceramic products, as essential tools in daily life, are also changing with the needs of the times. People are more willing to purchase products that conform to modern life, and also pay more attention to their cultural attributes, which can bring different experiences to consumers. The focus of this article is to incorporate storytelling elements into ceramic products in the product design process, promoting cultural dissemination in innovative ways, and enhancing the value and artistic connotation of ceramic products.

1. Storytelling Design and Overview of Ceramic Products

1.1 Storytelling Design

Storytelling design is the process of endowing emotional stories in design to express their cultural connotations and thematic ideas, from the perspective of the designer, collect data for sorting and screening in the preliminary design, and design reasonably from different perspectives to achieve the final sales significance. With the continuous improvement of cultural development, it is not difficult to find that from a personal perspective, people no longer simply pursue material needs, but instead pay more attention to personalized expression and self realization, choosing storytelling products as emotional sustenance. In the book "Product Form Design", it is mentioned that the design style with rich content and storytelling is aimed at people's emotional thinking and aesthetic experience. By giving life to the product, it awakens the love of users and creates a beautiful association and emotional experience in people's hearts. In the family, when a good story gives meaning to life, it heals the depths of people's hearts, and plays a role in companionship and education. In society, storytelling design plays a positive role in cultural inheritance and innovation, meeting people's pursuit of art and culture.

1.2 Ceramic Products

Chinese ceramics have a long history and have the significance of civilization inheritance. They are the sediment of traditional historical culture and a form of artistic expression. In the book "Ceramic Product Design and Practical Training", it is mentioned that modern ceramic products are manufactured using ceramic raw materials and modern ceramic techniques in bulk. With the continuous development and progress of history, ceramic products have also gained more attributes, which cannot be separated from the use of ceramic products in daily life. From life ceramics to art ceramics, they have their unique uses. Giving storytelling ceramics can express one's emotions and hopes.

1.3 The Importance of Storytelling in Ceramic Product Design

Storytelling plays an important role in ceramic product design, providing ceramic products with more cultural connotations and innovative ideas, allowing empty and soulless designs to infuse story elements into the appearance, decoration, function, and other aspects of ceramic products, making them full of freshness and deepening emotional communication between people. And alleviate the negative emotions in modern people's lives, help users reduce their burden, meet their needs.

2. Exploration of Storytelling Ceramic Product Design Methods

2.1 Visualization of Shape

Appearance is the foundation of design. In the design process, biomimetic design methods are used to observe and imagine the imitation of natural organisms and non organisms, capture the true state of biomimetic organisms, extract the most distinctive parts for design, and make ceramic products more vivid. In the design details, use abstract extraction, concrete imitation, and image transformation methods to provide a clear design direction for biomimetic elements. While combining ceramics with biomimetics, cultural and story elements are added to reinterpret them in an innovative way, presenting them in vivid forms in daily life, allowing people to intuitively feel the cultural meaning with vitality.

2.2 Refinement of Decoration

In the design and production of ceramic products, mixing multiple materials can preserve the beautiful and atmospheric image of the original ceramic, and using playful and cute modern style techniques to make ceramic products no longer dull. Add decorative patterns, finely depict and process the details of ceramics, and reflect the overall product through exquisite decorative techniques. In terms of color, considering the overall nature and story content of the product, select colors that are suitable for the product, and better capture people's attention through visual communication. Unique colors can stimulate people's sensory organs, thereby increasing a good impression of the product and promoting market sales.

2.3 Diversification of Functionality

With the continuous innovation and development of technology, when people obtain real benefits from the use of functions and successfully save time, successful and reasonable functions are achieved. To enhance the competitiveness of ceramic products in the market, it is necessary to consider the necessity of functions from the perspective of consumers. Of course, cumbersome functions cannot be favored by users. For some products that have dual functions and can be easily operated, people will seriously consider whether to buy them. The dual function design of "two in one" is more in line with the functional needs pursued by people. By integrating educational stories into the product, people can obtain encouragement and educational significance from the product while meeting basic needs, making life full of hope and future.

3. Design Practice of Storytelling Based Ceramic Product Design Method

3.1 Storytelling Based Design Thinking Model

When innovating design, Taking the user as the core, and delving into the pain points between the product and the user. If a user chooses a gift ceramic, its essence has multiple meanings. It is not only a beautiful gift, but more importantly, it expresses the user's heart. It is extremely important to determine the market benefits that the product itself can bring to designers and companies, and to win the market through what kind of design. And actively comparing other products and competitors, keeping up with the times can lead to better design ideas that align with the modern market.

3.2 Storytelling Based Ceramic Product Design Using Pig Image Elements As an Example

3.2.1 Shape Reproduction

This is a story based bionic pig series piggy bank design, where the image of a pig becomes a mascot due to its symbolism of wealth and luck, and is widely used in piggy banks. In the process of children's growth, the companionship of adults is particularly important, playing a role in teaching by example. The best way of education is for parents to work together with their children to achieve their goals. In terms of appearance, it mimics the basic morphological characteristics of a piglet, dynamically displaying the overall shape, and shaping the product image with soft lines, flexible free curves, and other elements. Through the abstract stripping of the shape and storytelling scenario interpretation, the ear of the little pig is exaggerated and enlarged, and integrated into the design of the piggy bank. The various dynamic shapes of the little pig show interest and liveliness, combining the shape of the little pig with the dream, reflecting the beauty of the dream.



Figure 1: Storytelling Biomimetic Piglet Series Deposit Bank

3.2.2 Decorative Features

In the story based biomimetic piggy bank series, its decorative features are mainly simple, with the use of mixed materials to express its uniqueness and liveliness. The meticulous handling creates a rich visual sense. Mix and match materials such as ceramics, wood, and leather on the material of the Little Flying Man piggy bank to create a feeling of flying dreams. The grain patterns of wood and leather are clearly visible in texture, and various colors such as wood, gold and silver gray, black, and pink are used to showcase the product, showcasing its greatest advantages with different appearance characteristics. The combination of composite materials is simple and fashionable, giving people a sense of simplicity and nature, deepening people's liking and understanding of ceramic products.



Figure 2: Decorative features of the storyline biomimetic piggy bank series

3.2.3 Functional Expression

The story based bionic pig series piggy bank adopts a dual functional meaning, with the basic function being storage. It can accumulate change and also has the meaning of accumulating wealth. The additional function is educational function, which facilitates interaction with children when taking out leather ears, enhances children's savings awareness, and establishes correct consumption concepts through transmission. Parents and children participate together, using words and deeds to infect their children, allowing them to learn how to manage money correctly and cultivate their ability to spend, store, and share. Because consumption is a lifelong issue that accompanies people, only by viewing consumption correctly can we not be influenced by money and achieve our dreams in the process of learning in life.



Figure 3: The Functional Significance of the Storytelling Biomimetic Piglet Series Deposit Bank

4. Conclusion

In summary, in the context of the continuous improvement of human spiritual pursuit, it is a trend to appropriately integrate narrative elements into innovative design of ceramic products, and it is also a form of promoting traditional Chinese culture. This article focuses on making design innovations in the appearance, decoration, and function of products, integrating storytelling elements to conduct research, establishing people's new understanding of innovative ceramic products, and deepening understanding of the profound inheritance.

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