A Study of Logo Design for Products Marketed Online Using Computer Graphing Software

Ruolin Lin
Department of Commercial Design, Chienkuo Technology University,
No. 1, Chieh Shou N. Rd., Changhua City 500, Taiwan
email: linrl@ctu.edu.tw

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Abstract
The purpose of this study is to help the Digital Opportunity Center (DOC) located in Chushang, Central Taiwan. With the concept of social service network, using the design principles of knowledge innovation, combining the information technology advantage of computer graphing software, the teacher and students from the Department of Commercial Design of a technology university were commissioned to perform logo design for the products from the Digital Opportunity Center, so that with the integration of local resources, the local culture and features could be developed to give life to the traditional industries with new styles.

Introduction
Chushang Town is located in the southern area of Nantou County. The Digital Opportunity Center (DOC) is in the urban district. It connects schools in the neighbor cities and counties to provide community digital learning and services in order to reduce the urban-rural disparity and satisfy the local needs of the villages and towns. The purposes of founding the DOC include: (a) to spread information of agricultural/special products, (b) to introduce traditional local market, (c) to promote informatization of residential areas.
Following the government’s plan, in the recent years Chushang has shown to the world its local features and special products, such as the Ladder Suspension, the Chuhai Scenic Resort, the Bamboo Culture, bamboo shoots, and sweet potatoes. Gradually Chushan has become an important scenic spot. Retired government employees and teachers are invited to work as volunteers to continue the DOC’s achievements and development. The purpose of this study is to explore the commission of the DOC in Chushang to the first-grade students from the Department of Commercial Design of a technology university to design logos for the agricultural/special products for internet market.

Literature Review
Since 2005, the government has made plans to promote and create digital opportunities for remote districts. The computer center of the Ministry of Education has coordinated the departments to use their resources and founded 300 Digital Opportunity Centers (DOCs) in 168 towns and villages within 4 years, creating opportunities for digital applications, reaching the goal of management with sustainable development, providing the disadvantaged chances to learn about computers and the internet. These centers can be used to hold trainings [5]. In order to help people apply their IT abilities, the Ministry of Education has provided many online learning courses in the aspects of economics, culture, education, and society. The learning processes of these courses are designed for different target groups with guidance and assistance for students [7].
With the advancement of the internet technologies, many stores have decided to sell their products online to save costs of rents, manpower, water, and electricity, and to improve their competitiveness. Chang [1] explored the applications of product innovation in internet marketing and found that: internet marketing strategies are significantly related to successfully selling new products online, degrees of product innovation are significantly related to successfully selling new products online, and internet marketing strategies are significantly related to degrees of product innovation. Chou [2] applied the concept of internet marketing to the overall analysis of the impacts and needs the farming industries have to face, and further explored how to manage direct sales of agricultural products from places of origin through internet marketing strategies to help fruit farmers reduce their costs and increase their income while providing consumers more economic, instant, and convenient agricultural products. Therefore, this study believes that it is necessary to understand the agricultural/special products from the Chushang DOC according to product types, so that the exploration of the purposes of logo design, the channels in use, and the expected achievements can be clearer. This is helpful to complete the commissioned case and show the results.

Research Methods

The research structure is shown in figure 1. This study explores the commissioned case by the Chushang DOC to design logos for the products marketed online. During the research, the chief of the town was interviewed in person. The class teacher applied one-on-one discussion teaching method to the students and guided them to design their creations with the teaching for creative thinking. The research structure is shown in figure 1.

Case Study

A case is a description of a real situation. A case study is a method used to systematically perform deep analyses and exploration on backgrounds, developments, and concepts of specific individuals, families, groups, or communities. Its features include: (a) requiring a small number of research subjects, (b) being a fine and delicate research method of holistic observation, (c) being a non-quarantined lab research method with observations being proposed, (d) being a qualitative research method, (e) having no pre-defined standpoints while proposed questions or hypotheses are revised over and over in research process, and (f) providing research reports describing learning phenomena of research subjects and interpreting learning environments and cultural backgrounds [6].

Interview Method

The interview method is a way to retrieve information via personal visits and interviews. After being commissioned by the Chushang DOC to design logos for their products, the class teacher personally visited the place, conducted interviews, made field observations of local customs, conditions of citizenry, and features of historical relics. The information of the categories and taste of the local agricultural/special products learned during the visit was provided to the students as reference for their logo designs [3], [6].
Discussion Teaching Method
The center of the discussion teaching method is students. Through free and democratic group interactions, students can develop their ability to solve problems by discussions. The skills can be used to apply this method include: (a) illustrating topics for discussions, (b) encouraging everyone to participate in discussions, (c) conducting discussions in proper sequence, (d) stopping arguments about unimportant details, and (e) making sure there is a conclusion for every discussion. Then, the teacher applied discussion teaching method and explained to the students clearly the features and design purposes of the winter bamboo shoots, tea leaves, and sweet potatoes according to the commission by the Chushang DOC as references for their creations. Then one-on-one discussions were conducted to help them revise their designs [4].

Teaching for Creative Thinking
Creativity is to solve problems by conducting analyses based on previous experiences and integrating new ideas. The process of creative thinking includes: (a) orientation, (b) preparation, (c) analysis, (d) ideation, (e) incubation, (f) synthesis, and (g) evaluation. The skills of creative thinking help students to learn on their own. The features of this method include: (a) helping students to come up with special answers, (b) adapting to students' hobbies and ideas, (c) allowing students to take time to think, (d) creating an atmosphere with mutual respect and acceptance between teachers and students, (e) finding out multi-layers of creation, and (f) allowing students to decide to participate in decision making [3]. The teaching for creative thinking method was applied in this study to stimulate students' ideas for logo designs.

Design Results

Internet Marketing
The rapidness and convenience of the internet increases exposure of products and allow consumers far away to browse products online while it is not convenient for them pay visits personally. With express delivery, they can still have fun shopping. This time-saving, cost-saving, and manpower-saving marketing method has been widely used in every corner with internet access in Taiwan. The purpose of founding the Chushang DOC is to develop residents’ ability to make their own supply and guide them to learn the advantages of their agricultural/special products, so that they can promote their products through internet marketing after packing and designing. The content of the commission of this study includes assistance in logo designs for agricultural/special products such as (a) winter bamboo shoots, (b) tea leaves, and (c) sweet potatoes.

Logo Design
For this study, the class teacher guided 57 students to design logos with a four-hour session every week. The design of each topic took 5 weeks. For every topic, each student had to complete four 10x10cm completed works. A total of 228 works for each topic were completed and evaluated by the chief of the town. The logo design for winter bamboo shoot products began in the 6th week (figure 2), the logo design for tea leave products began in the 11th week (figure 3), and the logo design for sweet potato products began in the 16th week (figure 4), with 4 best works being selected respectively.
Discussions and Suggestions

While information technology has been innovated and improved, traditional industries must follow the trend to integrate social resources and apply internet functions to improve their abilities of design and innovation, so that the Chushang area can become a scenic area of technology, cultural science, arts, and creativity.

Discussions
(a) United we stand. The government has realized the necessity and importance of developing traditional industries. Therefore, the government has offered subsidies to combine social service networks, integrate all kinds of resources, enhance internet infrastructures, open up marketing channels, shorten urban-rural distance, and promote local cultural features.
(b) As a result of transformation and change of economics, traditional industries can no longer sustain their economic entities. While integrating local resources, if proper assistance from school teachers with professionalism can be obtained, students can be guided by teachers to make creation and reach the ideal of two-way interaction and exchange, to facilitate both sides’ growth in specialized fields.
(c) To market agricultural/special products via the internet is different from sale through traditional channels. Manpower, material resources, and financial resources can be saved. Furthermore, products can be listed in a very short time. New products can replace old ones in the twinkling of an eye to
increase opportunities of sales. If necessary, assistance or consulting services may also be provided to consumers.

d) After the Chushang DOC was established, with the internet features of being instant and convenient, personnel’s learning and training can be improved. Local cultures and characteristics can be developed with innovative technologies so that Chushang can become scenic area of technology, cultural science, arts, and creativity in the future.

Suggestions
(a) Efficient resource integration and applications can bring functions into full play to their limits and reduce unnecessary wastes. Especially in the era with economic recession, it is suggested that the government should consider how to improve the application and promotion of knowledge-based economy, make sure manpower, material resources, and financial resources can be distributed reasonably, and reach the expected goals and standards.

(b) The government has set up DOCs in different places to promote online education and learning based on the concept of social service network while developing features of local industries. It is suggested that the government should give necessary rewards to schools which offers professional services to increase teachers’ and students’ willingness to participate.

(c) Although online sales are instant and convenient with many advantages compared with sales through traditional stores, the security issue of internet applications should also be stressed. Guidance from related personnel is required to maintain the sustainable management and development of industries.

(d) The development of the cultural and creative industry requires full supports from local residents and the government. It is suggested that an attitude of acceptance of change, reformation, and innovation is required. By accepting challenges from the new century, based on the current conditions, going ahead steadily, eventually Chushang can be made into a scenic area of technology, cultural science, arts, and creativity.

References