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Modern Product Image Design from the Perspective of Corporate Culture

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Abstract. Corporate culture is playing an increasingly important role in today's society and has drawn attention from all walks of life. From the perspective of corporate culture, the article analyzes the relationship between corporate culture and modern product image design, and discusses the relevant content of corporate culture into modern product image design principles. The purpose is to reflect the value of corporate culture by studying the mutual integration of corporate culture and modern product image design, so that the product has its own characteristics, advanced nature, and the times, exploring the breakthrough point of modern product image design, promoting the design of modern product image in China, bringing new opportunities and challenges for the design of modern product image in China, and bringing different experiences to the public.

1. Introduction

With the rapid development of society, corporate culture has become more and more concerned in the process of the whole society, which has positive significance for deepening the construction of enterprises. Corporate culture needs the material carrier to spread, and modern product image design is its carrier. The two are closely related, and the connotation of the corporate culture is introduced into the modern product image design, which brings a good development space for the modern product image design. At the same time, in the context of corporate culture, optimize the image design of modern products, make products innovative, enhance the added value of products, and strengthen the recognition of social users.

2. Overview of corporate culture

The so-called corporate culture is the sum of the values, business principles, management style, enterprise spirit, ethics and development goals of an enterprise with its own characteristics, which is gradually formed and recognized by all employees in the practice of socialist market economy ^[1]. Corporate culture promotes the cohesiveness of corporate members, feels the spiritual outlook of the enterprise, represents the core concept of the enterprise, and is an essential component to guide the advancement of the enterprise. Highlighting its style characteristics, and the accumulation of time can establish a good public image of the enterprise, has an important impact on the development of the enterprise, and stimulate unlimited potential. It will sever to shape the brand of the enterprise, deepen the road of enterprise construction, enable the development of enterprises to achieve a qualitative leap, and enhance the internal power of the enterprise.



3. Image communication of corporate culture

With the development of today's society and the pattern of cultural pluralism, corporate culture has played a vital role in the development process of enterprises, bringing an invisible impetus to the spiritual strength of enterprises, stimulating the vitality of enterprises, strengthening the image of enterprises, and thus promoting the sustainable development ability of enterprises. Corporate culture is the compass of corporate action, which is in an irreplaceable position in the development of enterprises and can guide the construction of corporate culture. Therefore, it requires a long-term accumulation and exploration process accumulation, so as to produce a consensus value system and build a corporate characteristics culture.

From the late 1970s to the early 1980s, the corporate world paid more and more attention to the exploration of corporate culture. In the 1970s, the rise of the Japanese economy stemmed from its commitment to the construction of corporate culture and the promotion of the exploitation of its corporate products. Corporate culture refers to the sum of values and behavioral standards with their own characteristics that have been summarized and refined by enterprises. To endow enterprises with a new cultural connotation, so that enterprises can have their own advantages in such a social environment, promote the effective integration of corporate culture and product image design, give play to the value of product design, better implement product concepts, and achieve good operation and healthy development of enterprises.

4. The relationship between corporate culture and modern product image design

4.1. Corporate culture is the spiritual core of modern product image design

The corporate culture endows the modern product image with profound connotation. Relied on the corporate culture to make the modern product image have unity and richness, and can convey certain emotions and information to the users. When users see the product, they can associate with the corporate culture and become a guide for the enterprise to design the product, so that it can be clearly reflected in the product design, which has a positive meaning and makes the product recognized by the user. Resonate with users, embody the charm of corporate culture and provide added value for product design. As a value orientation, corporate culture brings favorable support to the image of modern products.

For example, Panasonic's corporate culture is the Seven Spirits of Panasonic, which has a decisive role in promoting the image and publicity of products, so that Panasonic's products can be understood and supported by users. (Figure 1) Panasonic's product, like the eye steam massager, its product itself is integrated into Panasonic's corporate culture. The product moisturizes the eyes through steam, which not only relieves the body and mind, alleviates eye fatigue, but also has the effect of beauty. It also helps to improve the people with dark circles and can be recycled. The product has shaped the image of protecting the user's body and mind, all of which reflects the corporate culture of Panasonic. It is the artistic purpose of Panasonic's Seven Spirits that highlights the value of the product image. This is an opportunity to make users feel the intimacy and practicality of the products and reflect the happiness of Panasonic Electrical Appliances.



Figure 1. Panasonic eye steam massager



Figure 2. Amadana upright double oven

4.2. Modern product image design is an important carrier of corporate culture

Corporate culture is an invisible force that requires material carriers to achieve its tangibility, while its carrier is the image of modern product, that is, exploiting the market by virtue of the advantages of product design and enable the corporate culture to be effectively disseminated. In the process of using products, consumers are deeply impressed by the fact that products represent the beliefs and attitudes of enterprises, thus enhancing the recognition of corporate culture and making product design a booster of corporate culture. It transcends the product itself, but realizes the deep-seated significance of the corporate culture through the product as a bridge to communicate with the user. If the product design is sought after by the user, the value of the corporate culture is promoted accordingly. When the user experiences material products, they can get spiritual enjoyment through the thoughts and emotions carried by the material carrier. Excellent products can touch the user and enhance happiness, which shows the success of their corporate culture.

For example, amadana, a Japanese household appliances company, whose corporate culture is to make beautiful home appliances. Therefore, amadana presents a product image with a sense of beauty and function. Amadana's oven (figure 2) has a strong sense of design. The whole design pays attention to the design and performance, which is pleasing to the eye. The product image is plain and textured and the double-layer design shows the unique design symbols of the enterprise. The door handle of the oven is made of leather material, which shows the intimate of amadana's design. It protects the hands when it is taken, enhances the user's memory of the product, and creates a product image that is deeply rooted in the hearts of the people.

4.3. Corporate culture and modern product image design complement each other

Corporate culture and modern product image are inseparable and mutually inclusive. Modern product image performance and the inherent spiritual nature of corporate culture, both of which are you have me, I have you. Good corporate culture guides modern product image design, thus enriching modern product image, displaying high-quality products and better interpreting corporate culture. The two are the relationship between content and form. The modern product image permeates the content of corporate culture, and the corporate culture is expressed through modern product image. The user's first impression of the product depends on the image. As an effective platform for dissemination and display, the modern product image can deepen the user's understanding of the product, and combine the charm of its corporate culture to enhance the customer's goodwill and trust. It is conducive to obtaining a stable consumer group. Therefore, we should pay attention to the relationship between the two and summarize the corporate culture. Refining, summarizing, and integrating the corporate culture into modern product image design.

Japan's Craft Design Technology (CDT) stationery company, its corporate culture has been reflected in the company's name, that is, the three principles of craft, design and technical culture. Japan's traditional craftsmanship combines modern technology to serve modern design, delivering corporate culture messages to customers and pursuing superior quality assurance. (Figure 3) CDT's classic scissors are manufactured by hand, each of which is from the hands of the craftsman. The tough product image highlights the craft texture of the product. The details of the design, that is, the pointed design, is conducive to the accuracy of tailoring. At the same time, taking into account the way of holding, it has made a certain inspection. Considering the usual habits and other issues, the user is comfortable and convenient to use. The entire process of product design embodies the three principles of the corporate culture. The three principles guide the direction of this product image design. It cannot only be based on tradition, but also has a strong sense of modernity. The whole is integrated with the shape of the product image, mutual dependence and common development.

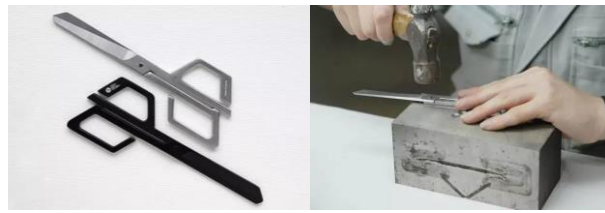


Figure 3. CDT classic scissors

5. Principles of integrating corporate culture into modern product image design

5.1. Elements of shaping modern product image

Corporate culture is a distinctive feature of an enterprise, which is distinct from other enterprises. Therefore, the design of modern product image follows the characteristics of corporate culture. From this point of departure, it has regularity and methods to follow, which is distinct from other products on the market. Avoid the tendency of product customization and sameness. With ingenuity, novelty and creativity, the image of modern products will not appear the same phenomenon. Corporate culture can promote the image of modern products to break through itself, make the whole modern product image vivid and flexible, create the product's own style, attract the attention of the users, surprise users and stimulate users' interest in the product. It is this personalized refinement, to a certain extent, enhances the taste of the product, gradually forms a unique product temperament, highlights the unique side of the product, and has an innovative spirit.

The Italian enterprise ALESSI is a typical example. It is a global household leading brand, subverting the tradition, creating the product image with its own personality according to its distinctive corporate culture, and making significant differences with other household products on the market. With the creativity, aesthetics and crafts as the criteria of corporate culture, the product image has artistic temperament and fun. From the ordinary hand workshops, after a hundred years of historical accumulation, it has gradually become an aesthetic creative workshop. (Figure 4) Alessi's mobile phone accessories are a conceptual face phone with unique style. The product is inspired by fish and fishing boats. It conveys the concept of fishing. It is different from some cold product images. It has a warmth, both practical and artistic beauty, evoking the user's emotional experience, designed to make the user unforgettable. Alessi's image of each product is closely related to the theme of corporate culture, reflecting the aesthetics of Italian life and the exploration of craftsmanship. The product image is full of new ideas, which enable users to understand its corporate culture characteristics and highlight the appeal of product image design.



Figure 4. Alessi mobile phone accessories

5.2. Optimize the modern product image system

Corporate culture can deepen the image of modern products and help to optimize the modern product image system. When we design the product image, it will be more or less influenced by the corporate culture, which provides a support for the design of modern product image. Based on the corporate culture, we will deeply cultivate the image of modern products on the basis of purpose and direction. Innovative thinking brings design inspiration to designers, meets the psychological needs of users, and promotes the transformation of corporate culture into consumer products through the medium of products. The image of modern product is also the extension of corporate culture. The social effects

produced by products are the feedback to corporate culture. In today's fierce market competition, the innovation of modern product image can effectively enhance the product brand. Users cannot only have a visual experience for the modern product image system, but also perceive the, so as to achieve interactive communication between products and people. Corporate culture adds luster to the image of modern products, which makes the image of modern products have a strong connotation, helping products to stand firm in a pluralistic society, maintaining innovative functions and cultivating sensitivity to product creation.

For instance, the ELECOM company's product note sound (Figure 5), its corporate culture is to strive for progress, challenge oneself, enthusiasm, and achieve personal growth of the enterprise and employees. This bluetooth speaker is not only cleverly designed in the form of modeling language and notes, which makes people feel pleasant, but also includes the product image system to join the near field communication pairing. It also has high-performance output power, even though it is small in size. When using, the touch is comfortable. It has passed the environmental certification, and the system of the product is perfected. Based on ELECOM's corporate culture, the product image system is optimized in many aspects. It is the cultural concept of challenging ourselves and making progress. It stimulates the potential of the enterprise in developing products, and continues to create the value of the product, continuously improving the content of each system.



Figure 5. ELECOM note sound



Figure 6. Sony head-mounted display system

5.3. Grasp the direction of modern product image

A good modern product image should focus on the consideration of the entire design direction. Corporate culture caters to the innovation of modern product image and is conducive to grasping the direction. Guided by corporate culture, it promotes the evolution of modern product image, develops products on this basis, makes modern product image design more planned, promotes the sharing and integration of design resources, and cultivates a perfect modern product image system, thus improving product design efficiency, and driving the development of the enterprise. Exploring the innovative ideas of modern product image, grasping the direction, making the positioning of modern product image clearer, deepening its concept, providing a broad platform for products, product design results will be more mature, so that products can be favored by the market.

(Figure 6) Sony's design and development of the product head-mounted graphics processing unit, which is the corporate culture that attaches importance to science and technology and continuous innovation. In this direction, Sony's numerous product images are full of corporate culture. This product uses a new technology to innovate, applied in medical treatment, provides doctors with endoscopic images with high definition. It has changed the traditional design, that is, the way of the external display. The internal view facilitates the doctor's surgery, and gives the doctor its fluency during the long-term surgery. At the same time, this innovative technology can also alleviate the patient's pressure. It is the corporate culture of Sony that enables an enterprise to have a clear direction in designing the image of new products, demonstrating that the products are both efficient and intelligent.

6. Conclusion

As an intangible asset, corporate culture and modern product image are interlinked and interconnected, giving the product a profound connotation. From the developed products, the semantics conveyed by them can be obtained, that is, the value orientation of corporate culture, thus enhancing the value and

significance of products. It effectively promotes the innovation of modern product image, promotes the establishment of modern product image, has a positive impact, injects new vitality into it, and then creates a distinctive product. It strengthens and perfects the image of modern products, as well as enhances the user's recognition of products and exerts the potential of modern product image.

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