Exploration of animal hospice brand designed on the basis of narration

Li Siyuan

（Guangzhou Academy of Fine Arts，Guangzhou Guangdong 510260）

With the development of society and the growth in people's living standards， the increasing importance of animals in human society has become an inevitable trend， and the animal–related economy has emerged correspondingly. This paper proposes the concept of narrative design through the study of the significance of narrative design in the animal hospice brand， combs and summarizes the research results scattered in various disciplines， and explores the way to fulfill the emotional needs of the audience and the method of applying narrative technique to the animal hospice brand. Combining narratology and the author's understanding and analysis of narrative design， this paper expounds the significance of narrative design in the animal hospice brand. The author hopes to carry people's emotions towards animals with the animal hospice brand， and to spread the idea of "Life equality"， in order to inspire people's mercy to animals， and to examine and understand life once again. Finally， the author hopes to achieve the uniformity， uniqueness and otherness of narrative design in animal hospice brand.

Keywords：narrative design， brand design， animal hospice， life equality

Ⅰ.The concept of narrative design

Roland Barthes puts forward two key features of narrative structure in "Introduction to Narrative Structure Analysis" in L'aventure S è miologique： functionality and information item， which are of significant guidance for the definition and concept of narrative design. In the narrative design， the division of the unit is placed in front of the expression means， and any story can be divided into units by logic such as time series， characters， content， etc., so each unit has independent functionality， and the function of each unit serves a common narrative goal. As mentioned in the "Unit category"： a dual functionality is given to the relationship that connects two basic functions， which are time series and logic. It explains that the functionality of units has an additive feature. Connecting the two will give another reference to the simplex functional content of units. If the narrative content contains time series， the connection of two units will produce a timeline. If it is about the content of the story， the connection of two or more units will make the three key elements， the cause， process， and result， appear in the story forming the logic of narration.

For example， the sutra painting of Dunhuang frescoes（Pic. 3.1）are the visual manifestations of narration. They are divided into two major categories according to the theme of Buddhist sutras stories， and they have two elements of time series and information items respectively. One is the content describing specific Buddhist scriptures scenarios with the information items only， the other is the story content with a timeline， which integrates the time series and information items.

The other typical one that converts narrative form into pictorial

Pic.1， Sutra painting of Dunhuang frescoes， The birth of Maitreya

"互联网+"时代下高职学生党员发展工作的创新探索与实践

——以清远职业技术学院为例

余晓娜

（清远职业技术学院 信息技术与创意设计学院，广东 清远 511510）

摘要： 随着"互联网+"时代来临，利用互联网等信息技术成为提升高校学生党建工作科学化水平的重要途径和方向。因此，运用新媒体平台及技术，创新党员教育阵地、党组织生活方式、党员管理模式和党课讲授方式，成为高职学生党员发展工作的新模式。

关键词： "互联网+"；新媒体；学生党员

The Innovation Exploration and Practice of Party Member Development for College Students in The "Internet Plus" Era

—A Case Study of Qingyuan Polytechnic

Yu Xiaona

（Institute of Information Technology and Creative Design， Qingyuan Polytechnic， Qingyuan，511510，China）

Abstract： With the advent of the "Internet Plus" era， using the internet and other information technologies has become an important way and direction to improve the scientific level of communist party building for college students. Therefore， to develop a new model of party member development for college students is to utilize the new media platforms and technologies to innovate the education position of party members， the lifestyle of party organization， the management of party member and the teaching methods.

Keywords： "Internet Plus"; New media; The communist party of student members

目前高校学生党员发展工作存在的主要问题，一是党课教育方法和手段仍沿用"填鸭式"传统教育模式，缺乏新意，吸引力不强；二是在学生党员发展工作中很少使用信息化手段；三是党建宣传停留在线下层面，受教育者面不广等。这些问题已成为制约党建工作效果的重要因素。

针对以上问题，笔者根据多年从事学生党建工作的经验，结合自身的专业和学生的专业特点，试图构建"互联网+党建"的创新工作模式，旨在探索一条符合"互联网+"时代下高职学生党员发展工作的新路子，在探索和研究中培养党员和学生的创新精神，同时提高党建工作效率。

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journey of the animal， a special event， the feelings with the owners， and so on. The emotional resonance aroused by it mostly has the owner as the main or even the only audience， that is， the embodiment of the livings' respect for the dead， and can also be used to transform to the emotional carrier of the livings. However， facing up to death is also a process of self–education， as well as a process of urging the society to form a more optimistic ethical concept. It helps people learn about respect and equality， and take their time to say goodbye.

As the conscious subject of the society， human beings are responsible for taking care of and reasonably arrange the final stages of other creatures' lives. This is our respect and care for them， and also the way people place their true feelings， memory and love. According to the constituent elements and principles of narrative design， we try to show the information of animal deeds， stories with human， human's emotions to them and other information in the logic of story， and

divide the characteristics of story categories of different kinds of animals through the construction of sub–brand image system. As proposed in this paper， using casket as the basic form of carrier and designing it with individuation will make it an important medium to arouse emotional resonance be of a unique story connotation. For companion animals and recreational animals， it will mainly focus on the relationship and story of animals with human， as well as the emotions of specific groups or individuals. For working animals， it will focus on the deeds and experiences of their lives. This way of expression is narrative， because the unselfish contribution of working animals to society is worthy of being praised and remembered by human.

This paper is still in the preliminary stage of exploration and research on the narrative design research of animal hospice brand. There exists many shortcomings， and it is still necessary to continue exploring and researching in this field in the future.

expression is Chinese comic strip（Pic. 3.2）. It takes time series as its mainstay and has various image narrative structures such as chronological narration， reverse chronological narration， interspersed narration，

alternate narration， parallel narration， etc.， which takes the combination of images and texts to meet the needs of information logic.

Roland Barthes also believes that the so-called signs， strictly

Pic.2， Zhang Leping， Sanmao Series

speaking， refer to a certain character， a certain emotion， a certain atmosphere or a certain philosophy， and distinguish various information， while the latter is used to identify and locate in time and space. Each unit content is equivalent to an independent information item， which is exactly the basic element of the narrative design.

Narrative design can use multiple design means for narrative expression through two clues of time series and logic. It can effectively push the audience entering the story plot set by the designer， and generate emotional resonance more easily at the same time. It's facilitative for the continuous spread of design and enhancing the audience's good feelings about the design.

Ⅱ.The application of narrative design in the brand design

The brand theory research nowadays focuses on the three-dimensional structure from brand concept to branding， if being from brand concept to branding becomes a high-profile new proposition. Telling stories to the audience through brand narration， explaining and spreading connotation and core values of the brand through a multi-dimensional angle are conducive to the promotion and spread of the brand， and is more conducive to form a good image of the brand by attracting long-term attention of the audience through effective emotional resonance. In the animal hospice brand， it does not only convey the concept of animal hospice， but also the core value of the brand， "Life equality". In the process of branding， the characteristics and stories of animals can be used as the content or basis of the brand narration. In the

embodiment of visual image of the brand， stories of specific objects can be reorganized as elements and comprehensively embodied in the design taking key elements as the representative. In this way， the audience can be connected through emotional clues， and achieve emotional resonance with emotional narration.

Brand narration design is an important mean for branding that implements the three-dimension branding from the aspects of brand concept value， brand image system and product positioning and design of the brand.

The first brand narrative-design principle throughout the three components is to follow uniformity of the construction of brand concept value， the construction of brand image system and product positioning and design of the brand. A brand needs only one story， which can be applied with a variety of narrative design methods， such as graphic design， animation display， sound communication， interactive emotions and so on. After unifying the narrative design content of the three parts， and through the bridge of visual image system， the audience can clearly understand the brand concept value and a good brand image can be established.

The second brand narrative-design principle is uniqueness. By constructing a unique brand image system， the brand concept value can be highlighted， and at the same time， it can be better connected with the products of the brand， mobilizing the products of the brand with design features， clearly defining their positioning， and bringing the

audience a profounder impression from multiple dimensions.

The third brand narrative–design principle is otherness. Otherness refers to, in the process of branding through the method of brand narrative design, the necessity to clearly define the brand's positioning in the market, and, through the analysis of the advantages and disadvantages of the same–level brands in the industry nowadays, to establish a unique brand image system to distinguish from the brand concept values of the opponents. It can help the brand to occupy the market in a sustainable manner, differentiate from similar competitive brands in the future, try to achieve effective emotional resonance and enhance the audience's good impression of the brand. In the outdoor advertising for Valentine's Day（Pic. 3.3）, the razor brand

Wilkinson Sword inserts the rose backwards into the billboard to simulate stubble. The action that the audience pull out the stubble out of curiosity is a metaphor that shaving the moustache is the gentlest Valentine's Day gift for female partners.

It integrates the key elements such as roses, stubble, and valentine through a specific image, designs and narrates the target story in a narrative manner. In the branding of animal hospice brand, it is necessary to sum up the commonality among similar brands and find otherness. For example, most existing brands use "paradise" and "home" as keywords, then how to find a keyword with otherness based on the same commonality is the question that needs to be considered of.

Pic.3 Wilkinson Sword's advertising for Valentine's Day

Ⅲ.Overview of animal hospice problem

"Hospice" refers to a satisfactory ending or no pain at the end of life and leaving peacefully. The animal hospice discussed in this paper will take the animals in human society as the main objects, focusing on the final destination after the end of their lives, and regard it as the last phase of animal hospice.

Because people rarely and truly face up to death, the topic of hospice becomes sensitive and unnoticed, especially animal hospice. If all the living creatures on this planet should be treated equally and the feelings of human beings for animals are sincere, then the hospice of the animal should be paid attention to. People should not continue avoiding it, but show respect and care to the animals that selflessly dedicate to human beings. A method to place the memory and love of those who love animals should also be provided.

Mahatma Gandhi, the spiritual philosopher of India, once said "The greatness of a nation and the advancement of her morality can be measured by the way they treat animals3". As the spiritual subject of the city, it is our responsibility to take care of and resonablly arrange

the final stages of other creatures after accompanying or serving human beings. The hospice should be an ethical consensus of the society. Both human beings and animals should get the right to be respected at this stage. Paying attention to the problem of animal hospice is the process that human beings face up to death. It a process of self–education, and more like a process of urging the society to form a more optimistic concept of ethics.

Ⅳ.Narrative design and "Death narration"

The narrative design takes emotional value as the main orientation, and emotional communication and emotional resonance as the goal. It has a story content with complete structure, and has hidden scenarios and plots outside the story. Finally, it carries out the design taking spreading the core concept culture of the brand as the goal. In the animal hospice topic this paper has proposed, the "Death narration" means that the end of the animals live can be the full stop of their lifetime. The full stop marks the end of death and is a circle that contains emotions and stories. Through the clues of time series and logic, and proper modification to the so–called story plot, it can be the whole life