

Research on Tote Bag Visual Creations

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Abstract—When planning the curriculum for a design education that attaches value to theory and practice, attention is given to whether students know the theories that they have learned and can integrate them into the design theme. In this article, students were made to create designs based on things that they like, print them out through a special inkjet printer, and then transfer them by means of a heat press machine. Finally, the students were able to sell their tote bags through Internet marketing, thus achieving the curriculum objectives.

Keywords—tote bag, creative design concept, creative works.

I. INTRODUCTION

Commodities need to be designed to raise their value through aesthetics. Marketing channels are also needed to sell them at the right price. Design and marketing are closely related, one cannot do without the other. Starting from the design process up to the presentation to consumers, knowledge of how to use design and marketing would enable one to have a complete strategy and a flexible space for application.

Through the design marketing course mentioned in this article, students were made to understand the meaning of marketing, its characteristics, and relationship with design. Moreover, students were encouraged to create their designs based on subjects they find interesting. One of their creations is the tote bag visual design.

II. LITERATURE REVIEW

Despite the fierce market competition, the design, operation, and maintenance of high-quality products are well favored by consumers [1]. Marketing is the most important means of competition in the global business community [3]. Exploring property management, as well as suggesting new marketing combination and their practice, could create a breakthrough for existing difficulties [5].

By exploring the relationship between environmental stress and performance, possible changes in the intermediate variables could be found [6]. To reconcile the long-standing market-orientation paradigm to the distinctive conditions of the destination marketing environment, a multi-stakeholder market orientation (MSMO) construct is proposed [4]. The literature widely acknowledges visual communication in the form of a logo as a potential marketing tool for attracting visitors. An attempt was made to use design in the tourism industry to enable it to flourish [2].

III. CREATIVE DESIGN

Design education focuses on teachers coaching students to create by means of hand painting or digital painting. Through the use of relevant auxiliary equipment, visual creation is assimilated into daily items of necessity. Then, micro-entrepreneurship is practiced by putting an appropriate price on these creations and selling them through Internet marketing. This enables students to understand not only creative production but also the best way to sell their products.

The design marketing course puts emphasis on the ability of students to use what they have learned into their creation. With this ability, they are assisted to sell their creations so as to increase their interest in learning and strengthen their practical skills, thus achieving the micro-entrepreneurship teaching objective. Secondly, during the process of creating totems, teachers also give students appropriate advice as suggestions for work modification.

IV. DESIGN RESULTS

The following are student works that show excellent creativity (figure 1). (1) Sad girl. (2) Dreamland. (3) Deformed cat. (4) Pet elephant. (5) Glamor. (6) Delicious food in Taiwan. (7) Embrace. (8) My Pokemon. (9) Fat deer. (10) Alice. (11) Massacre. (12) Cat and J. (13) Busy and blind. (14) Q girl.



1. Sad girl



2. Dreamland



4. Pet elephant



3. Deformed cat



5. Glamor



6. Delicious food in Taiwan



8. My Pokemon



7. Embrace



9. Fat deer



10. Alice



12. Cat and J



11. Massacre



13. Busy and Blind



14. Q girl

Fig. 1. *design results*

V. CONCLUSIONS

In general, the results for the innovative research and development of this study are summarized and illustrated below:

- (1) The micro-entrepreneurial concept was used as a teaching prerequisite to help students transform their projects into useful, sellable products.
- (2) Teachers and students can make good use of machinery and equipment to make their creations play an active role in their daily lives.
- (3) Students were helped to develop the concept of producing quality designs and planning good channels so that their products can sell well.
- (4) The concept of combining design with marketing helps give students the courage to experience trying to sell products.

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