

# ZHUANG BRONZE DRUM AESTHETICS IN THE VI DESIGN RESEARCH OF WATCH ENTERPRISES

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## ABSTRACT

This study aims to apply the elements of the Zhuang ethnic bronze drum to corporate image design and explore its feasibility and practical effects. By collecting relevant knowledge and conducting case analysis, the effective use of the aesthetic elements of the Zhuang ethnic bronze drum has been verified. Deepening the understanding of traditional culture, combining scientific decorative methods with the artistic elements of the Zhuang ethnic bronze drum, and achieving innovative corporate image design to enhance its level and connotation. Sum up:

1. By incorporating elements of the Zhuang bronze drum, the aesthetic value and cultural connotation of the company's visual image are effectively enhanced, thereby improving the competitiveness of its products in the market.

2. Combining the aesthetic elements of the Zhuang ethnic bronze drum with the visual identity design of the company has a wide audience and high expectations. Incorporating the aesthetic elements of the Zhuang ethnic bronze drum into the logo design of the company can achieve recognition.

3. The aesthetic patterns of the Zhuang ethnic bronze drum influence the important elements that impact the viewers, including color, shape, pattern, and visual impact.

**Keywords:** Zhuang ethnic bronze drum, audience acceptance, corporate visual identity design.

## INTRODUCTION

The Zhuang ethnic bronze drum culture is one of China's significant cultural heritages and is also recognized as a representative of world cultural heritage. In certain ethnic minority regions, the watch industry has become an important economic activity, where visual identity design plays a crucial role in corporate communication. However, these companies often lack ethnic cultural elements and unique characteristics. To address this issue, watch companies have integrated elements of the Zhuang ethnic bronze drum culture into their visual identity design, giving them a distinct character and enhancing their brand competitiveness. Simultaneously, this integration promotes the dissemination of the Zhuang ethnic bronze drum culture, allowing more people to understand, recognize, and appreciate this cultural heritage. This successful fusion has gained unanimous recognition from a wide audience, serving the purpose of external corporate promotion and expanding market influence.

## RESEARCH OBJECTIVES

- 1) Explore the cultural significance and aesthetic characteristics of the Zhuang ethnic bronze drum, as well as the evolution and inspiration of visual symbols used in corporate brand identity design, including font selection, auxiliary elements, and other micro-design elements.
- 2) Through case studies and questionnaire surveys, examine customers' reactions and evaluations of incorporating Zhuang ethnic bronze drum patterns into visual identity design.
- 3) Summarize the role and evaluation of Zhuang ethnic bronze drum elements in corporate visual identity design, including enhancing the aesthetic appeal of design and showcasing cultural significance. Also, consider the feasibility and limitations of practical application.

## METHODOLOGY

In this study, a comprehensive examination of the aesthetic characteristics and cultural value of Zhuang ethnic bronze drums was conducted, along with an exploration of their practical significance in corporate visual design. Through various methods such as literature review, physical samples, and surveys, the production techniques of Zhuang ethnic bronze drums were thoroughly studied, and credible and authoritative data were collected and organized to achieve a deep understanding of their aesthetic features and cultural significance. Additionally, case studies of Zhuang ethnic bronze drum applications in corporate visual design were summarized, systematically observing and comparing their aesthetics, corporate identities, and color schemes, while conducting further research in conjunction with relevant historical culture and art theories.

Based on qualitative and action research, a survey targeting the cultural aspects of Zhuang ethnic bronze drum elements was conducted in the Guangxi Zhuang Autonomous Region of China. Preliminary data collected, along with literature searches in various journals and indexes, further enhanced the understanding of the aesthetic concepts of Zhuang ethnic bronze drum elements and the practical significance in corporate visual design. The survey results, obtained from 204 respondents, showed a strong interest in Zhuang ethnic bronze drum elements, with the majority expressing willingness to purchase products from related enterprises. The survey findings provide important references and evidence for the development of relevant industries, while delving into the connotations and market trends of Zhuang ethnic bronze drum element culture and injecting new vitality into it. The main conceptual framework employed in this study is as follows:

- 1) Documenting the aesthetic features and aesthetic value of Zhuang bronze drum elements.
- 2) Investigating the level of understanding and appreciation of the bronze drum and its elements among the population of Guangxi Zhuang Autonomous Region.
- 3) Studying relevant cultural literature on Zhuang bronze drums, including patterns and shapes.
- 4) Collecting literature, analyzing case studies, and obtaining design techniques and artistic characteristics from others.

5) Introducing the data analysis results and research findings in descriptive research, conducting a satisfaction survey on Zhuang bronze drum aesthetics in the visual elements of the enterprise using the following methods:

- a) The sample consisted of 204 consumers, purposefully selected from residents of Guangxi Zhuang Autonomous Region through random sampling.
- b) Action data analysis was conducted through the research team and seminar projects.
- c) Analysis of data conclusions.

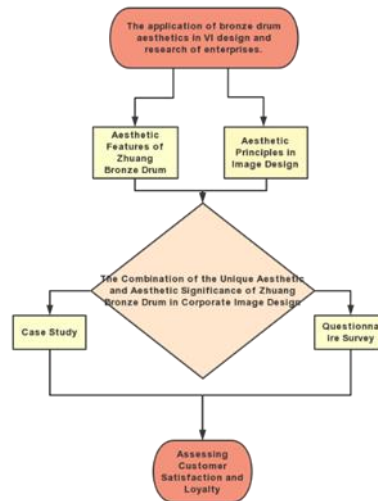


Figure 1, The conceptual framework of this study adopts a mind map as follows:  
[课题主要概念框架思维导图].

## CHARACTERISTICS OF ZHUANG ETHNIC BRONZE DRUMS

The characteristics of Zhuang ethnic bronze drums are primarily reflected in their material, shape, and decorations:

- 1) **Material:** They are made of high-purity copper, carefully polished to achieve a smooth surface and a deep, steady color.
- 2) **Shape:** The drums are round with a flat drumhead and a slightly tapered body, giving them a conical shape. They come in various sizes, typically ranging from 30cm to 150cm in diameter.
- 3) **Patterns:** The surface of the drums is adorned with rich patterns, such as mysterious frog motifs, sun patterns, cloud and thunder totems, reflecting the Zhuang people's reverence for nature and deities.
- 4) **Craftsmanship:** The drums are crafted with exquisite techniques, and the production process is meticulous, making them highly valued as works of art.
- 5) **Sound quality:** The drums produce a unique, resonant sound with a strong penetrating power. The striking sound of the bronze drums represents auspiciousness and joy during important Zhuang ethnic ceremonies, rituals, and celebrations.

These characteristics collectively contribute to the cultural significance and aesthetic value of Zhuang ethnic bronze drums, making them a distinctive element when incorporated into corporate visual design.

### **VARIOUS SHAPES OF ZHUANG ETHNIC BRONZE DRUMS**

Zhuang ethnic bronze drums are renowned for their dignified and full-bodied artistic forms. The drumhead decorations and circular carvings along the drum rim are exquisitely crafted. They are predominantly created using line drawing techniques, resulting in vivid and concise images with bold and powerful lines. The raised chest and waist areas are also adorned with painted patterns. The most diverse collection of bronze drums has been found in Guangxi, where eight different types of bronze drums have been discovered (see Figure 1). The Guangxi Museum houses the world's largest bronze drum, known as the "Bronze Drum King," which was unearthed at the Shuichongan site in Beiliu, Guangxi. It serves as the standard model for the Beiliu type of bronze drums. Overall, the artistic impact of bronze drums is remarkably strong, with well-arranged decorations, making them exquisite pieces of sculptural art.



Figure 2, Eight categories of bronze drums are known in Guangxi, China  
Photo credit: [www.baidu.com](http://www.baidu.com)

### **VARIOUS PATTERNS OF ZHUANG ETHNIC BRONZE DRUMS**

The decorations on bronze drums can be categorized into several types, including sun patterns, frog patterns, soaring eagle patterns, cloud and thunder patterns, and narrative figure patterns. Sun patterns are one of the prominent motifs on bronze drums and hold a sense of mystery. Frog patterns, on the other hand, are among the oldest and most common patterns found on bronze drums, with the sculptural depictions of frogs along the edges being the most three-dimensional carvings on the drums. Soaring eagle patterns exhibit distinctive artistic features, incorporating both representational and abstract geometric designs. Cloud and thunder patterns are complex composite decorations on bronze drums, combining cloud motifs with thunder motifs, creating an interplay of clouds and thunder with intertwining effects. Narrative figure patterns depict various aspects of human society, such as production, life, and environments, through relevant figures, animals, or settings. The overall decorative layout on bronze drums in Guangxi resembles celestial phenomena, encompassing the culmination of celestial patterns. Geometric patterns have been consistently present throughout the development of bronze drums, reflecting primitive human thinking and possessing symbolic qualities.



Figure 3, Sun patterns of different types of bronze drums

Photo credit: www.baidu.com



Figure 4, Feather rowing grain and feather dance lines

Photo credit:www.baidu.com



Figure 5, Frog decoration

Photo

credit:www.xiaohongshu.com



Figure 6, Vulture pattern bronze drum pattern

Photo credit:People's Daily Online-People's Daily



Figure 7, Part of the bronze drum on the cloud and thunder grain decoration

Photo credit:www.baidu.com

## INCORPORATING ZHUANG ETHNIC BRONZE DRUM AESTHETICS INTO CORPORATE VISUAL ELEMENTS

By extracting geometric patterns from the decorative elements of the Zhuang ethnic bronze drum, designers can create modern, precise, and high-quality brand identities and product designs, showcasing the professionalism and exquisite craftsmanship of the company. These elements give the brand image a unique vibrancy while conveying the company's attention to and pursuit of precision mechanical craftsmanship and the natural environment. The use of lines and decorative elements enhances the ornamentation and artistic sense of the design, forming a distinctive brand image that further highlights the brand's unique style and exquisite craftsmanship. Designers can remove or add decorative elements according to needs, simplifying, refining, or enriching the design to emphasize the brand's core information and theme. Ultimately, these designs can be applied to the visual identity design of the corporate brand, enhancing brand recognition and awareness, and resonating with the target audience.



Figure 8, China Guangxi International Zhuang Medical Hospital logo  
Photo credit:www.baidu.com

### **ANALYSIS OF THE APPLICATION OF CORPORATE LOGO DESIGN**

In the design of a brand's corporate logo, the unique decorative elements and color characteristics of Zhuang ethnic bronze drums can be employed. By refining and integrating elements such as the curves, sun patterns, and bird motifs from the drums, a distinctive logo graphic can be created. Using a copper color as the base tone imparts a noble and steady ambiance to the logo, emphasizing the brand's history and professionalism. Through careful composition and typography, the logo graphic becomes concise, easily recognizable, and in line with modern aesthetics. This design approach highlights the brand's cultural heritage, showcases its noble image, and enhances brand recognition and uniqueness.

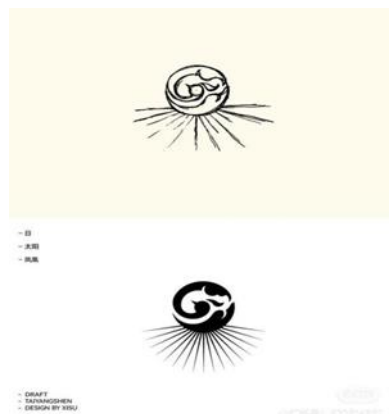


Figure 9, The application of the Chinese pattern in the enterprise LOGO  
Photo credit:www.xiaohongshu.com

### **ANALYSIS OF FONT DESIGN APPLICATION**

By selecting fonts with antique effects and incorporating the line characteristics of the patterns found on the bronze drums of the Zhuang ethnic group, it is possible to showcase the historical origins and cultural heritage of the brand while creating a unique and exquisite design. Such a design not only highlights the uniqueness and innovation of the brand but also brings a distinctive visual impact to the brand image, enhancing its recognition and visual appeal.



Figure 10, Watch Logo Design VI design  
 Author: Designer-Xiaoyun  
 Photo credit:www.xiaohongshu.com

## APPLICATION AND ANALYSIS OF AUXILIARY GRAPHICS

In the visual identity design of the enterprise, incorporating the aesthetic art of Zhuang bronze drum patterns as auxiliary graphic elements can enhance the uniqueness and cultural connotation of the brand. By applying Zhuang bronze drum patterns in brand logos, applications, stationery, advertising signage, etc., the brand's historical heritage and unique value can be conveyed. Furthermore, incorporating these patterns as backgrounds or graphic elements in corporate brochures and combining them with product images can create a distinctive and appealing brand image, thereby consolidating the brand's competitive position in the market.



Figure 11 , The Visual Identification System Manual of the Print Star Art Gallery  
 Author: Jiang He  
 Photo credit:www.xiaohongshu.com

## DATA ANALYSIS

The survey was conducted among approximately 50 million permanent residents in the Guangxi Zhuang Autonomous Region. A total of 204 valid questionnaires were collected through a random survey (using the Question Star platform).

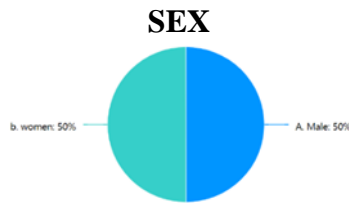


Figure 12, Sex pie chart of the questionnaire survey  
Photo credit:www.wjx.com

Analysis conclusion: A total of 204 people filled in valid data for this question, 50% of which were male and 50% female. The sex ratio of this questionnaire was relatively well-balanced.

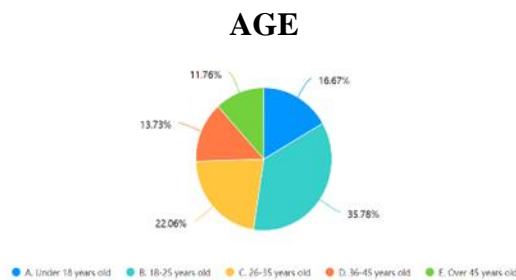


Figure 13, Age pie chart of the questionnaire survey  
Photo credit:www.wjx.com

Analysis conclusion: As can be seen from the data, the age is mainly concentrated in the 18-25 and 26-35 years old, accounting for 35.78% and 22.06% respectively, accounting for nearly half of the proportion. At the same time, only 11.76% of them were over 45 years old, which shows that the young people had the highest participation in this questionnaire survey.

### OCCUPATION



Figure 14, Occupation pie chart of the questionnaire survey  
Photo credit:www.wjx.com

Analysis conclusion: Among them, the proportions of students, civil servants, white-collar workers and entrepreneurs are similar, respectively 28.43%, 21.08%, 21.08% and 16.18%. The proportions of freelancers and other occupations are lower, 8.82% and 4.41% respectively. It can be seen that most of the applicants are students and civil servants, while the proportion of freelancers and other occupations is relatively low.



## UNDERSTANDING OF THE CULTURAL VALUE OF THE ZHUANG BRONZE DRUM ELEMENTS

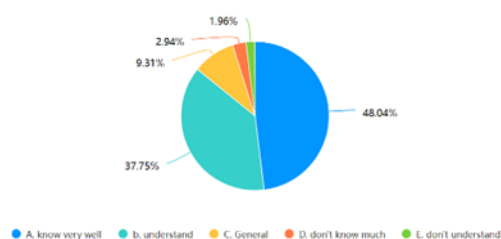


Figure 15, The cultural value pie chart of the questionnaire survey  
Photo credit:www.wjx.cm

Analysis conclusion: According to the data table, more than 85% of the respondents said they knew or understood the cultural value contained in the bronze drum, and nearly half of the respondents said they knew it well. Only less than 13% of the respondents indicated that they generally or did not know much about it, and the proportion of respondents who did not understand it was relatively low, only 1.96%. It can be concluded that most of the interviewees have a certain understanding of the cultural value contained in the bronze drum.

## ZHUANG BRONZE DRUM ELEMENTS INTO THE CORPORATE VISUAL IMAGE DESIGN OF THE LOVE

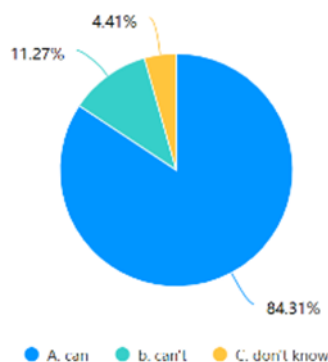


Figure 16, Love degree pie chart of the questionnaire survey  
Photo credit:www.wjx.com

Analysis conclusion: According to the data table, most of the respondents (84.31%) believe that the application of Zhuang bronze drum elements in corporate visual image design can improve the brand value of the company, only a small number of people (11.27%) think not, and a small Some (4.41%) don't know. Therefore, it can be preliminarily concluded that the application of Zhuang bronze drum elements in the corporate visual image design has a positive impact on improving the corporate brand value.

## WHICH ELEMENTS ARE MORE IMPORTANT IN THE ZHUANG BRONZE DRUM PATTERN

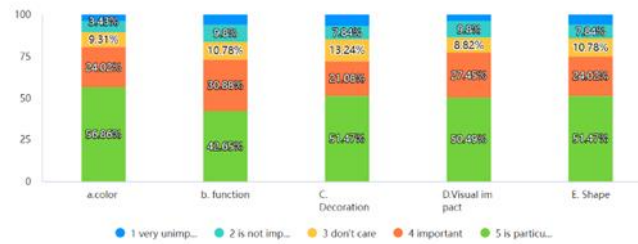


Figure 17, Bar chart of the important elements in the bronze drum  
Photo credit:www.wjx.com

**Analysis Conclusion:** According to the data table, the elements of patterns, visual impact, and form in the design of Zhuang ethnic bronze drum patterns were rated as relatively important, with average scores of 4.03, 4.12, and 4.07 respectively. On the other hand, color and functionality were considered relatively less important, with average scores of 4.25 and 3.95 respectively. Among them, patterns and form were rated as "important" and "very important" by the highest proportion of respondents, while visual impact also received a relatively high proportion of "important" and "very important" ratings. Therefore, when designing Zhuang ethnic bronze drum patterns, attention should be paid to the expression of patterns, visual impact, and form.

### SUMMARY AND CONCLUSION

The application of Zhuang ethnic bronze drum elements in corporate image design holds significant importance as it caters to the demands of the younger generation while ensuring professionalism and stability. By incorporating Zhuang ethnic bronze drum elements, products or services are endowed with cultural heritage, high quality, and youthful vitality, which in turn facilitates cultural inheritance and enhances brand recognition and sales. By respecting the cultural value and background of Zhuang ethnic bronze drums, enterprises can leverage their cultural influence and shape a brand image with profound cultural connotations. Simultaneously, integrating Zhuang ethnic bronze drum elements into corporate image design showcases respect for Chinese ethnic culture and heritage, emphasizing the regional characteristics and uniqueness of the enterprise. Such designs elevate corporate image, increase brand awareness, establish a distinctive cultural imprint, and attract more customers and partners.

### SUGGESTIONS

1. In future research, it is recommended to further explore the relationship between traditional culture and the design of corporate visual elements to promote the inheritance and development of traditional culture.
2. The research findings should be presented at international conferences and forums.

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