

Contact Lenses-Innovative Product and Visual Packaging Design

Rui-Lin Lin

Department of Commercial Design, Chienkuo Technology University

Abstract: *Young people wear contact lenses to replace ordinary eye-glasses for aesthetic reasons or convenience. Contact lenses have also evolved from the original colorless into colorful ones with different shapes and lines. In this article, camouflage colors of parrots, leopards, hummingbirds, peacocks, and butterflies were used for contact lens pattern design and the visual packaging design of this product range.*

Keywords: *Product design, Creative design, Visual packaging design.*

I. Introduction

The eyes are the window to the human soul; they are vital organs for passing messages and emotion. Nearsighted young people like to appear cool; hence, they often substitute eye glasses with contact lenses. Moreover, contact lenses have evolved from colorless into styles with diverse lines and colors. In this article, images that were hidden yet existing were used as patterns for the lenses and visual design of the product packaging.

Bright camouflage colors of tropical animals, such as parrots, leopards, hummingbirds, peacocks, and butterflies were used as visual elements for the contact lens design pattern in this article. Each vibrant color pattern shows different characteristics and expresses different personalities. At first glance, the pattern is vaguely visible, conveying a visual experience of being not easily found, which amply demonstrates beauty and self-confidence.

II. Literature Review

Some scholars conducted tests on whether contact lenses can prevent ultraviolet radiation [4]. Others conducted experiments and improvements on issues such as viewing angle and focus during production [2] [1]. Experiments also showed that wearing contact lenses seems to have a good effect on correction and treatment of myopia or glaucoma and other eye diseases [5] [3].

Study of related literature revealed that with regard to trendy decor as motivation, there is insufficient research on visual pattern design of contact lenses. This article considers that design and research can be carried out on this topic for reference of manufacturers interested in the products' future development and mass production.

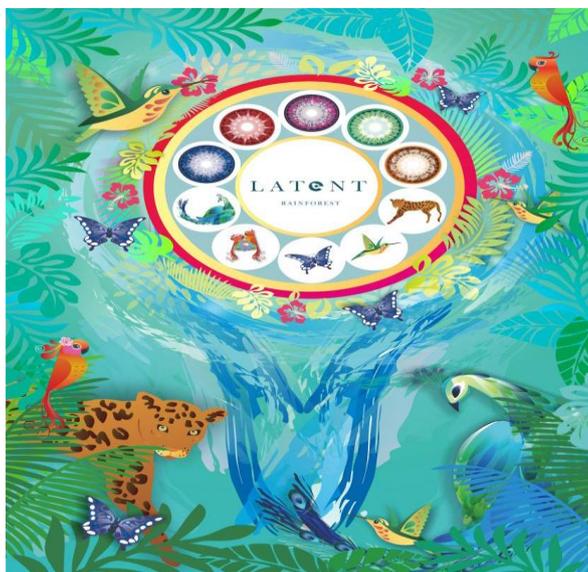
III. Creation Design

In this article, personification was used in the creative design. The parrot's natural intelligence and strong learning ability represent people who are fond of excitement, lively and optimistic, and deeply loved by the people. The leopard's environmental adaptability and stealthy characteristics symbolize someone who has the ability to live well in any environment but is extremely reserved and treasures the privacy of his personal life. The resilient characteristics of a hummingbird typify a wise person who finds gain in a rapidly changing environment and has the wisdom to identify and deal with things. The peacock's lush colors symbolize someone with excellent communication and social skills. A butterfly is beautiful to look at, but is very conservative at heart; it typifies a person whose outside appearance is different from inner reality.

A marketing story was conducted through APP. Subsequently, a simulator camera was used to take pictures. First, consumer eye pupil was photographed, then contact lens type was selected for interactive visual collage. Body color patterns of five animals, namely parrots, leopards, hummingbirds, peacocks, and butterflies were used as the context for the design of the picture frames so as to make the photos look vivid and interesting. Then, motion graphics was utilized to demonstrate the changes in contact lens visual patterns and capture the feeling of the moment when the lenses were being worn. This helps consumers find the type of contact lenses suitable for them and reduces instances of goods being returned for replacement after being unpacked. In addition, tattoo stickers, mini cards, stamps, and other merchandise are available for purchase.

IV. Design Results

The bright camouflage colors of five tropical animals, namely parrots, leopards, hummingbirds, peacocks, and butterflies were used as contact lens pattern designs for this article. Each different colorful pattern possesses a gorgeous but hidden beauty due to its vaguely visible protective color (figure 1).



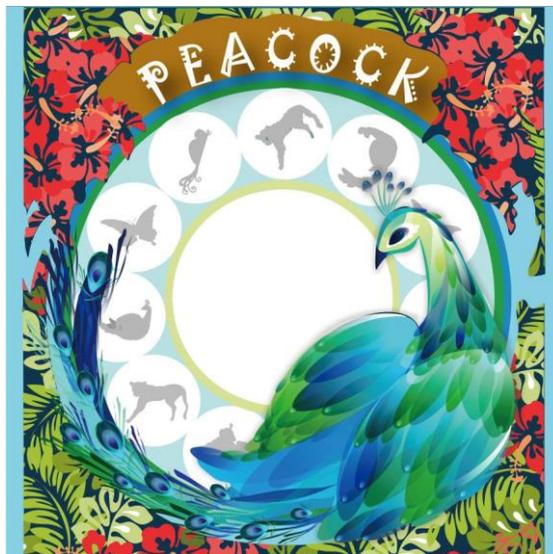
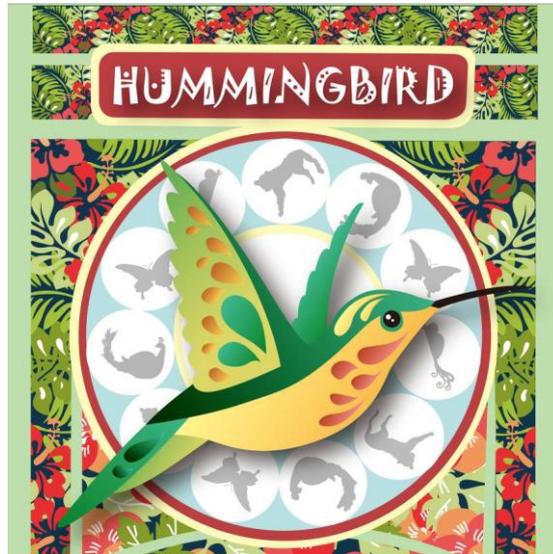




figure 1: Design results

V. Conclusions

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

- (1) In this article, camouflage colors of parrots, leopards, hummingbirds, peacocks, and butterflies were used as visual elements for the contact lenses and the series packaging design. This product has deep developmental value.
- (2) Using young people's fondness for cool stuff, a new type of contact lenses with innovative colors was proposed with the hope of attracting consumers.
- (3) This innovative product design will be presented at the 35th Young Designer Exhibition, A+ Creative Festival, and National Library of Public Information Exhibition.
- (4) The innovative packaging visual design is provided to manufacturers for their use. It can be mass produced and sold in physical or online stores.

References

- [1] Cathleen, F., Ravi, C. B., Klaus, E., Jiyeon, C., Varghese, T., & Brien, A. H. (2016). Visual performance of single vision and multifocal contact lenses in non-presbyopic myopic eyes, *Contact Lens and Anterior Eye*, 39 (1), February, 38-46.
- [2] Eon, K., Ravi, C. B., & Klaus, E. (2016). Reliability of power profiles measured on NIMO TR1504 (Lambda-X) and effects of lens decentration for single vision, bifocal and multifocal contact lenses, *Journal of Optometry*, 9 (2), April-June, 126-136.
- [3] Furqan, A. M., Dhara, H. L., Anjum, A. S., Ankita, R. D., Harsh, H. C., Rutvi, J. V., Ketan, M. R., Akshay, R. K., Bhavin, A. V., & Dinesh, O. S. (2016). In vitro and in vivo evaluation of novel implantation technology in hydrogel contact lenses for controlled drug delivery, *Journal of Controlled Release*, 226 (28), March, 47-56.
- [4] José, M. A., Amparo, N., MCarmen, G. D., Andrés, G., & Cristina, A. (2016). Light transmission and ultraviolet protection of contact lenses under artificial illumination, *Contact Lens and Anterior Eye*, 39 (2), April, 141-147.
- [5] Visser, E. S., Robert, P. L., Wisse, N. S., Saskia, M. I., & Allegonda, V. L. (2016). Objective and subjective evaluation of the performance of medical contact lenses fitted using a contact lens selection algorithm, *Contact Lens and Anterior Eye*, In Press, Corrected Proof, Available online 23 February.