

Research and Design Strategy of Campus Cultural and Creative Products

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Abstract:

Starting from the concept of cultural and creative products and the development process of cultural and creative products, this paper analyzes the role of campus culture in the design of cultural and creative products. Through the analysis of cultural and creative product design cases at home and abroad, this paper studies the application and performance of campus cultural and creative products, integrates different design methods into campus cultural innovation products, and explores how to integrate campus culture into campus cultural innovation products, so as to promote the comprehensive development of campus culture industry, build campus culture which embodies the characteristics of times and school, and create a unique campus brand.

Keywords:

Campus Culture, Cultural and Creative Products, Cultural and Creative Product Design

1. Introduction

In recent years, under the background of economic globalization, with the rapid development of the Internet, the economic industry gradually converges, the unique culture of each country has become a strong competitive advantage, and the cultural and creative industry has become the “gold” industry. Cultural and creative industries cover a wide range, among which cultural and creative products are a part of cultural and creative industries, and campus cultural and creative products are an important branch of cultural and creative products. With the promotion of the construction of campus culture, in order to promote the construction of campus culture brand, the design of campus cultural and creative products has become particularly important.

2. The Development of Cultural and Creative Industries

Cultural and creative products originated in Britain. In 1997, Tony Blair, the Prime Minister of the British Labor Party, announced the establishment of the sports, culture and media department, which promoted Britain to become an international cultural and creative pioneer. In the 20th century, with the change of the mass's concept of information consumption, people's idea of creative products did not meet the demand

of social life. At present, the cultural and creative products of the United States are the most developed in the world. Among the Asian countries, the most developed cultural and creative industries are Japan. The development of cultural and creative industries in China started relatively late. In 2005, Hong Kong and Beijing successively regarded cultural industries as the key projects of future economic development, and cultural and creative products were gradually valued by the public. In the 12th Five Year Plan issued by the state in 2011, it is proposed that the cultural industry should be classified as the pillar industry of culture, including the cultural and creative products extended by the cultural industry. Only when the cultural industry and cultural and creative products can be further valued and developed. With the support of domestic policies and the increase of consumer demand, many domestic enterprises have launched cultural and creative products, and the scope of cultural and creative products is becoming wider and wider, such as urban cultural and creative products, campus cultural and creative products, Museum Cultural and creative products, film and Television Cultural and creative products. [1]

3. Research and Development Status of Campus Cultural and Creative Products

Campus cultural and creative products refers to the specific campus environment, the campus cultural elements are refined and innovative design, to create a certain cultural and economic value of new products. Good campus cultural and creative products can not only establish the campus cultural brand, enhance the campus image, enhance the sense of belonging, but also create certain economic value. [2]

3.1. Domestic Situation

With the development of cultural and creative industries, more and more schools begin to attach importance to the construction of campus brand and the construction of campus history and culture. Campus cultural and creative products have become an important industry in the process of promoting cultural and creative industries in Taiwan, while campus cultural and creative products in mainland China are mainly developed in famous universities such as Peking University, Tsinghua University, Fudan University and Zhejiang University. For example, the National Taiwan Normal University (NTNU) in Taiwan is the best school for the development of cultural and creative products in Taiwan. NTNU has created its own brand of cultural and creative products - "wonderful cultural and creative products of typhoon blowing". At present, the cultural and creative products of this brand include NTNU series, Taiwan DNA series, Abele series and master series of Taiwan Normal University. These cultural and creative designs are not limited to campus cultural design, more is to spread Taiwan's culture to the world. Among them, the Abele series extracts the form of the flower of Taiwan Normal University, carries out vector drawing of the flower figure, and finally applies the pattern to different products such as umbrellas, T-shirts and paper bags, so as to better bring the normal students back to the beautiful campus landscape. Because of its unique geographical representation in the impression of Taiwan people, Abel series of cultural and creative products are the symbol of Taiwan. [3] cultural Taiwan DNA series extracts the unique subtropical animal and plant forms of Taiwan, and applies the patterns to pen, postcard and silk scarf products, which not only brings economic benefits to NTU, but also better spreads the culture of Taiwan Normal University and Taiwan to the world. (Figure 1).



Figure 1. Campus cultural innovation of National Taiwan Normal University.

Photo source: pinkoi website.

3.2. Status Quo Abroad

Foreign cultural and creative industries started earlier. In recent years, colleges and universities in Europe and the United States have formed a perfect system in terms of product positioning, design, sales and cultural brand building. There are many kinds of cultural and creative products, which not only have practical value, but also keep up with the current social trend in terms of shape and beauty. These cultural and creative products can be sold through a wide range of channels. Convenience stores, bookstores and even canteens can be seen everywhere on campus. Some schools also set up online shopping malls to maximize the benefits. Take the coop gift shop at Harvard University as an example (Figure 2) the product planning of the gift shop is in order, and the product types are rich and diverse. The store not only sells stationery, clothing and daily necessities, but also extends the design of cultural and creative products to infant products and women's cosmetics. The cultural and creative products in the store mainly take the school emblem, the college emblem and the name of Harvard University as design elements, and use different combination methods and characters. The change of body shape creates different styles to meet the functional, aesthetic and emotional needs of different groups of people. The store will also take the campus sports events as the design theme, and design a variety of commemorative cultural and creative products. This kind of cultural and creative design close to the students' life not only gives the relevant audience a strong sense of identity, but also obtains rich economic benefits. [4]



Figure 2. The coop gift shop.

Source: xiaoyaodao website

3.3. Problem Analysis

Compared with the development of campus cultural and creative products at home and abroad, there are still some deficiencies in the development of domestic cultural and creative products. First of all, the development awareness of cultural and creative

products in our country is not strong, and the school does not pay enough attention to the cultural and creative products on campus, which leads to the lack of funds, manpower and material resources. The cultural and creative products on campus are stagnant, and can not play a better role in the campus. Secondly, there is a lack of sales field for campus cultural and creative products in our country. Overseas campus cultural and creative products can be sold through a wide range of channels, both inside and outside the school and on-line. However, the sales channels of domestic campus cultural and creative products are relatively limited, which does not maximize the interests and can not better promote the campus culture. Finally, the overall planning of domestic campus cultural and creative products is insufficient. Most of the domestic cultural and creative products are not practical souvenirs. The campus cultural and creative products are still at the level of souvenirs, and have not changed to life. The types of products are disordered, the design is not extended, and they lack of innovation. [5]

4. Research and Development Path of Campus Cultural and Creative Products

Campus cultural and creative products belong to product design, and campus cultural and creative products also have the same functional requirements as product design. Therefore, in order to meet the needs of the audience, the principles of practicality, innovation, cultural heritage and artistry should be considered in the process of developing campus cultural and creative products. [6]

4.1. Practical Principle

The main body of cultural and creative products is products. Cultural and creative design serves for products. If a product lacks practicability, it will lose its value. Therefore, cultural and creative design cannot be separated from the practicality principle of products. In order to realize the value of cultural and creative products and further promote the construction of campus cultural brand, it is necessary to understand the needs of audience groups and select products that can meet the needs of consumers for cultural innovation design.

4.2. The Principle of Innovation

The core of cultural and creative products lies in innovation, which will make the value of products far higher than the products themselves. On the basis of meeting the needs of the crowd, the design of campus cultural and creative products should integrate the campus culture into the products in an interesting and novel way. Not only can the audience be attracted by the appearance design of the products, but also let the consumers have an interesting experience in the process of using cultural and creative products, so as to spread the campus culture imperceptibly and let the teachers and students have a sense of identity with the school in a subtle way And a sense of belonging.

4.3. The Principle of Cultural Heritage

Campus cultural and creative products are established in the specific place of campus. Campus cultural and creative products are the carrier of campus culture. Different campus environment breeds different cultures. Unique cultural and creative products are milestones in the process of campus development, which witness the development history of the school and have commemorative value. The design of

campus cultural and creative products is to extract the highly recognizable parts, let teachers and students feel the history and campus culture of the school through cultural and creative products, make teachers and students have a sense of bringing in and a sense of honor, and become the emotional link between the school and teachers and students.

4.4. Artistic Principle

The design of campus cultural and creative products should not only consider the practicability and interest, but also the artistry. The so-called artistry of cultural and creative products is to redesign the products with ingenious thinking, changeable colors, new structures and special materials. It not only attracts consumers on the surface, but also makes consumers feel the beauty of art and products in the process of using the products The cultural connotation behind it. [7]

5. Design Strategy of Campus Cultural and Creative Products

The creative design of campus cultural and creative products comes from campus culture. Different subjects in the design of cultural and creative products will design products with different perspectives, so as to better display the campus culture and meet the needs of the audience. The design subjects are divided into three categories: campus architecture, campus life and campus invisible culture. [8]

5.1. Taking Campus Buildings as the Main Body

Campus architecture is an important carrier of campus culture. Campus architecture has experienced the changes of the times and bears the baptism of years. Campus architecture is not only a simple campus landscape, but also a symbol of the school's brand image and humanistic spirit, and an indelible cultural landmark in the hearts of students of all ages. Campus architecture as a design element for cultural and creative product design, not only makes cultural and creative products unique, but also makes teachers and students have a strong emotional identity.

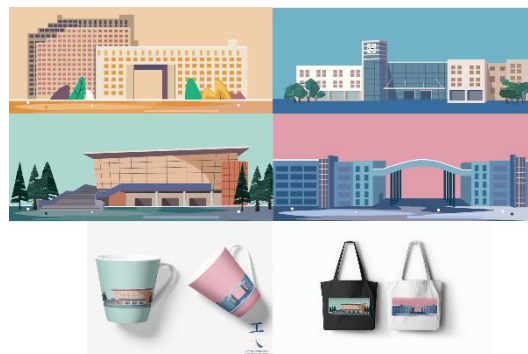


Figure 3. Cultural and creative design of Wuhan Institute of technology.

Source: author's own

Recently, Wuhan Institute of technology has collected cultural and creative designs for the 50th anniversary of the University. Among them, campus architectural elements are adopted in a group of cultural and creative designs (Figure 3). Wuhan Institute of technology has accumulated a strong campus culture in the course of its development. The unique campus building has become the symbol of campus culture. The gate of the old campus, the shed of the new campus, the bell tower, the auditorium and the sculpture of “listening” are indestructible memory symbols. The

design takes the familiar campus buildings in the minds of teachers and students as design elements, and simplifies the original complex buildings Single geometric shape to show the form of the building more intuitive, so that the audience can better identify the corresponding building. In terms of color, exaggerated color technique is used to show campus buildings in different seasons and different weather conditions. The design witnesses the campus culture and history with modern art style, and creates the campus brand culture with Wuhan Institute of technology as the main body.

5.2. Taking Campus Life as the Main Body

Life style refers to people's living habits formed in a specific environment. Lifestyle directly reflects people's values and social system. Under the limitation of campus environment, students' life paths are overlapping. Therefore, taking campus life as a cultural and creative design element can be closer to students' daily life and show unique campus culture. Campus culture and creativity, which takes campus life as the main body, also has different perspectives, which can be divided into the perspectives of college life and the daily life of teachers and students in the whole school. The different perspectives will also bring different emotional experiences to the audience, so that users can find their own epitome in campus life from cultural and creative design, so as to achieve emotional resonance between products and users. [9]

For example, there is a series called "Lumei cat" (Figure 4) in the cultural creation of the 80th anniversary of Lu Xun Academy of fine arts. This work originates from the stray cats in Lu Xun Academy of fine arts. Each stray cat in the campus has its own characteristics. The author uses 23 cats of different shapes to show the characteristics of 23 students in Lu Xun Academy of fine arts. The design adopts situational expression to show the students of different colleges The characteristics of different colleges and the daily study. For example, "special cat for visual communication" adopts the form of drawing with a computer, while "animated cat" shows the shape of a cat jumping from frame to frame. The images of these cartoons use black-and-white gray blocks to show the characteristics of Chinese style. At the same time, they meet the needs of screen printing cost, making the picture peaceful and elegant, and saving budget.



Figure 4. Lumei cat.

Source: zhanku website

5.3. Taking Campus Recessive Culture as the Main Body

The campus recessive culture mainly refers to the school motto, school emblem, school flower, school spirit and school running idea. The school emblem is the famous brand of the school. Each school's emblem contains different meanings. The

school emblem reflects the school's humanistic history and the teaching philosophy of teaching and educating people from the shape, color and font design, so that people can quickly understand the school culture and deepen people's impression of the school. The school motto is the code of conduct that teachers and students abide by, and it is the concentrated embodiment of school spirit, study style and class spirit. Integrating these recessive campus culture into campus cultural and creative design can arouse students' sense of honor from inside to outside. [10]

For example, the cultural and creative design of the 70th anniversary of Zhongnan University of Economics and Law integrates the school flowers well. The design mainly focuses on the logo of the 70th anniversary. The theme of the logo of the University's celebration is an orchid (Figure 5). The orchid is a very symbolic plant of Zhongnan University of Economics and Law. Marshal Chen Yi, the founder of the University, once said in a poem: "in the dale the fair orchid grows, in the beginning no one knows. only due to its scent so strong, all over hills men seek in throng." The orchid also means elegant and noble quality. In addition, the petals of orchids are like a running man, which shows that the university is making unremitting efforts in the construction of a first-class research university of Humanities and social sciences. The natural form of petal blooming also integrates the element of "70", which symbolizes the 70th anniversary of the founding of Zhongnan University of Economics and Law, keeping pace with the times and carrying forward the past and future. From another point of view, logo is similar to the word "humanities", which shows the unique teaching concept of the school. The logo design adopts a multi-dimensional design method, which fully shows the campus culture of Zhongnan University of Economics and Law.



Figure 5. Cultural creation of the 70th anniversary of Central South University of finance, economics and law.

Photo source: Official Website of Zhongnan University of Economics and Law

6. Conclusions

This paper studies the application and expression of campus culture in the field of cultural and creative products, and summarizes that campus cultural and creative products need to be designed based on the principles of practicality, innovation, inheritance and art. The abstract cultural spirit of campus culture is changed into tangible elements and patterns, and then attached to the products, forming the transformation from abstract to specific, which makes campus culture and culture The perfect integration of creative products can not only improve the artistry of the products, but also increase the emotional resonance between the products and the audience groups, so as to better display the campus culture, so as to promote the construction of campus culture brand.

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