

# Design Principles And Strategies Of Cultural And Creative Products In Universities

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## ABSTRACT

This article will combine the characteristics of the campus of Jiujiang University to develop and design cultural and creative products on campus and try to find the design and development concept of cultural and creative products, so as to more thoroughly understand the relationship between the overall form and details of the constructive concept of university and the cultural and creative products on campus. This article will use qualitative analysis, interview, observation and literature synthesis to analyze the real cases of "the design and development of cultural and creative products and the construction concept of Jiujiang University". In this article, the design form of campus cultural and creative products mainly proposes four strategies, that is, for the design of cultural and creative products in colleges and universities: (1) Customize the campus cultural logo (logo) and visualize the cultural logo. (2) Put the emotion into the logo design to increase the subsidiary value of cultural and creative products in colleges and universities. (3) To restore the post responsibilities of cultural and creative products in colleges and universities by means of series design. (4) Integrate characteristic elements in the design, thereby highlighting the regional characteristics of local colleges and universities.

The results show that the above design strategies for campus cultural and creative products summarize the creative principles and creative thinking of campus cultural and creative products: that is, the principles of "combining commemorative meaning with practical value" and the principle of combining innovation with market demand", the principle of "combining beauty and portability" and the principle of "combining culture and brand uniqueness". Through the above research, it is beneficial to provide theoretical arguments for the design process of cultural and creative products in colleges and universities.

**Keywords:** college culture, college image, college cultural and creative products

## INTRODUCTION

Nowadays, cultural and creative products have become a popular trend, and many internationally renowned universities have established distinctive and unique university brand images through the development and design of campus cultural and creative products, conforming to the current trend of the times. At the same time, colleges and universities have gradually paid attention to the preferences and consumption views of new consumers. The goal of brand registration has also made the school famous and improved the school's influence. The development of cultural and creative products in colleges and universities has also become one of the key elements of building a campus brand culture. one. Nowadays, most

colleges and universities in China must maintain their "brand" image and strengthen the construction of campus culture, but the differences between universities are not obvious enough, which to a large extent reflects the colleges and universities in the "campus brand" However, most colleges and universities still have outdated campus culture dissemination methods, lack of innovation systems, and lack of clear image recognition systems. Campus cultural and creative products are creative products derived from campus culture, which have become the carrier of campus culture and an effective way to build and spread campus culture brands. The development of campus cultural and creative products will help shape the image of the school, as well as inherit and spread the campus

culture. Fortunately, in the past few years, people have had an in-depth understanding of the development potential of cultural and creative products, and more and more research has also been carried out on the "development and design of cultural and creative products on campus". He also became interested in the development and design of cultural and creative products on campus. Cultural and creative products are the carriers of cultural and creative industries, and the diversified cultural model will inevitably determine the diversified development trend of cultural and creative products. Therefore, "the integration of college culture and cultural and creative products" is not only a way to enrich culture, but also an innovative development path to enhance the public's aesthetic concept and the image of colleges and universities.

### **RESEARCH OBJECTIVES**

In order to study the development pattern of cultural products of Jiujiang University, and to make the research and development of this product more in line with the modern uniqueness of the university.

### **LITERATURE REVIEW**

The research on the "image construction of Chinese universities" is still in its infancy, while the current research has carried out an analysis of the relevant theories and problems on the "university stereotype", and selected some characteristic local universities to carry out the system of university image system. design. Chinese colleges and universities have accumulated some experience in the expression of external image, but the development of China's cultural industry lags behind developed countries in the West. However, in the past few years, the government's understanding of the cultural industry has become more profound, the amount of sponsorship has also increased every year, and the quality of employees has been continuously updated, which has led to some related research to create a "variety from theory to practice". Aspects of research and development". The main references in this article are about the design of local cultural and creative products, and the design of cultural and creative products in colleges and universities has become a

branch of the cultural and creative industry. At present, the research on this aspect in our country is still in the preliminary stage, and there is little research on the sales link.

With the rapid development of the cultural and creative industry, as a branch of the unique cultural and creative industry, the cultural and creative design of Chinese colleges and universities has also received more and more attention. Some cultural and creative workers from universities and associations have also continuously strengthened the training of professional talents, established special research and development teams, carried out social publicity activities, and ensured the provision of sufficient materials and financial support. Some colleges and universities have even completely expanded their campus cultural and creative products to the commercial market. By registering their own cultural and creative brands by representing the school, this not only promotes the dissemination of college culture, but also brings some economic benefits to the school. benefit. With the cooperation and support of various resources, and with a professional design team and effective marketing methods, we are committed to building the university into an excellent educational brand, and also to enhance the school's reputation and competitiveness. However, there are still some obvious problems in the research and development process of cultural and creative products in colleges and universities: the research on cultural and creative products in colleges and universities in my country is still in the preliminary stage, the overall investigation level is not high, the foundation is still relatively weak, and the overall level of emphasis on cultural and creative products is not enough. One major reason is that there is no complete system for the design ideas and design methods of cultural and creative products in colleges and universities. It is necessary to further improve the structure, design, customization, production, display, and sales of cultural and creative products. Secondly, there are still several problems (as follows):

There is very little research on cultural and creative products in colleges and universities in our country. There is no suitable book to organize and record the concept of cultural and creative research

institutions and colleges, and there is no perfect cultural and creative product development and management system. It lacks cultural connotation and innovative ideas, and does not consider the most representative cultural elements in the design of cultural and creative products. For universities with different cultural characteristics, they do not know how to absorb and learn from local culture or cultural differences between different disciplines.

In terms of design innovation, the concept of product development is outdated and single, the design process lacks creativity, and the cultural connotation is weak. And there are many similar styles designed: many colleges and universities choose to use the design of postcards and notebooks to display the campus scenery, but this is almost a common method. This phenomenon is not uncommon, and it is very lacking in freshness and the concept of time.

In the aspect of the product manufacturing, the production materials are relatively simple and expensive. The designed products have no actual effect, which brings unsatisfactory experience to users. At the same time, there is a lack of interactive experience methods, and consumers lack general interest in this. Secondly, lack of emotional experience, in-depth situational design, inability to provide users with a sufficient sense of "empathy experience", lack of a mature industrial chain in the post-production stage, and lack of cultural and creative product manufacturers with professional knowledge, all of which are in the production process. There are many problems appearing the process of designing. There are also some creative ideas that are rich in "designing with complex craftsmanship and complex materials" that are difficult to realize. For example, the connection between design concepts, processing and production, expanding sales and after-sales service is not completely successful.

The university does not pay attention to the design and development of cultural and creative products. Colleges and universities don't have professional design teams and management personnel, and the analysis and research on cultural and creative products are scattered, single, irregular and unable to be unified. Some well-known universities have specific cultures, and the production and design

teams in well-known universities are also closely related to the above-mentioned university brands. The popularity of universities has a direct impact on the sales of cultural and creative products, and secondly, it also affects the design and development process of universities. enthusiasm. In any case, the work of many local colleges and universities in this area needs to be improved.

## METHOD

This article combines innovative technologies and uses new trends' ways to conduct more scientific and comprehensive research. This article mainly focuses on four goals to study the current situation and methods of cultural and creative product design in colleges and universities. Specific research methods include questionnaire survey, interview, observation and literature collection.

1. Collect text and pictures related to the design of cultural and creative products in colleges and universities, and use data analysis method for content analysis.
2. For the interviews and field investigations on the design and research of cultural and creative products in other local universities in China, the data analysis method is used in the content analysis.
3. For the collection of online materials related to the design of cultural and creative products in domestic and foreign universities, the data analysis method is used for content analysis.
4. Questionnaires and interviews are used as tools for the design of cultural and creative products in colleges and universities, and data analysis methods are used in terms of aesthetics, properties and functions.
5. In-depth interviews were used as the main tool for information collection on design principles. The content analysis method is used to analyze the characteristics of Jiujiang University including local culture, rural culture and local construction culture from experts or institutions.

## RESULTS AND DISCUSSION

Design strategies for cultural and creative products in universities:

1. Customize the campus cultural logo (logo) to visualize the cultural logo.

It is not expressed in the form of a single way of thinking and cultural orientation on campus, but in the form of a unique thought and cultural orientation. One of the key points in the development of cultural and creative products on campus is the act of "integrating the campus system with the existing materials on campus to spread campus culture". The development of campus cultural and creative products also requires the use of campus cultural resources, emphasizing cultural and aesthetic values, and highlighting the importance of logos. In the design process of cultural and creative products, "bright and bright" and "conceptual expression" are extremely important, and cultural labels must play a "bright" role. The logo conveys the empathy of "eye-catching", which is also the embodiment of the cultural value and aesthetic value of the product. The campus cultural image is like the DNA of the campus, which can activate people's memory, establish the value of emotional interaction and memory connection, and effectively display the characteristics and nature of the campus.



**Figure 1:** Design of cultural and creative product package

**Source:** The author's self-made product renderings

2. Through emotional design, increase the added

value of cultural and creative products in colleges and universities.

Products and brands cannot stay at the level of a single function. It is very difficult to build brand loyalty on this basis if only the function is satisfied without the product meaning and characteristics. You should have a deep understanding of the cultural and spiritual connotations behind the product, and try to establish a dialogue with the audience, or surprise the audience with "unique products and high-quality services" and bring a new consumption experience, so that the product becomes emotional, It has temperature, style and personality. Therefore, "culture and emotion" is the soul of cultural and creative products in colleges and universities. To a certain extent, creative products inspired by campus life and learning process bring rich emotional experience to college audiences in campus life. The development and design of cultural and creative products in colleges and universities must always adhere to the original intention to meet the expectations and desires of the audience. In the design process, the long history and culture of the university and the unique campus image should be applied to the products, so as to become a kind of "cultural". & Emotional Satisfaction" creative products. This requires that the product must have complete emotional meaning. Designers should accurately grasp the tone of the product, create a specific "scenario", and increase consumers' desire to consume. To create such a "scenario" requires designers and users to design To achieve emotional resonance through media, products should be defined and designed according to different user experiences and intellectual needs at different stages, and at the same time, the process of conveying product concepts to users is completed by using the way of logo expression.



**Figure 2** the design of cultural and creative product series with students as the theme.

**Source:** The author's self-made product renderings

3. Through series design, improve the job responsibilities of cultural and creative products in colleges and universities.

The series design can reflect the high perception of the whole set of products. The complete product series has more beautiful appearance, better visual effects, richer product selection, and more commercial value, and also makes college products have more brand value. Design with relevant models, materials, colors and decorative elements appropriate to the product, and apply these relevant materials to cultural and creative products in various forms. Establishing a product line is an effective means of conveying value and improving lifestyles, and it can also affirm the job responsibilities of the product. The series design of cultural and creative products can make the events and characters in the historical background of the university more real and vivid, as if being in a

wonderland. The interaction and connection between different designs constitute a complete cultural and creative product system, which realizes a full range of product functional requirements. In the process of designing cultural and creative products in colleges and universities, three main ways should be prioritized: one is to expand the product portfolio based on visual images, the other is to expand the product portfolio based on function or usability, and the third is to divide different cultural themes based on different product mix. These all help to catch the audience's attention and stimulate people's desire to actively understand the content of the product.



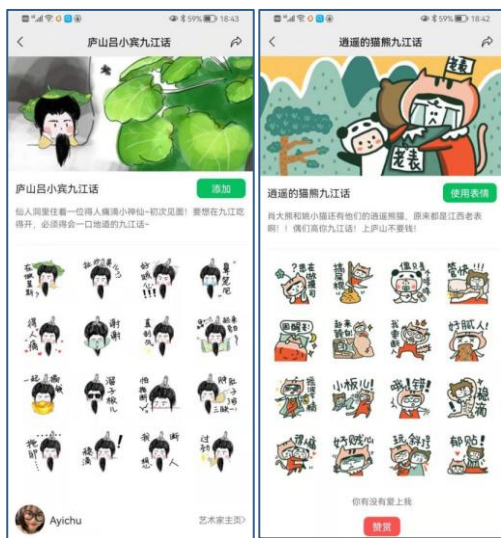
**Figure 3** University stationery product design

**Source:** Photographed by the author at the scene

4. Integrate characteristic elements to highlight the regional characteristics of local colleges and universities.

The design of cultural and creative products in colleges and universities not only has the function of a single product designed for consumers, but also includes important commemorative value as a souvenir. Therefore, it is necessary to distinguish it from conventional products in design. The cultural and creative product design of colleges and universities with regional culture as the design basis not only retains the characteristics of regional culture, but also highlights the cultural diversity of local universities. Designers should pay attention to the essence of culture. Every element that can reflect the regional characteristics of the university can be skillfully applied to the graphic design, packaging design and product design of cultural and creative products, and strive to reflect the

regional characteristics and become cultural commemorative products. The more creativity is used in the design, the better, which can also reflect the consumer's psychology and purchasing needs.



**Figure 4** the design of college WeChat emoji with the theme of historical figures and dialects.

**Source:** The author's self-made network product

## CONCLUSIONS

The principle of "stimulating memory & practicality". The audience's motivation to buy cultural and creative products on campus is different, and most consumers want to buy cultural and creative products that are both functional, commemorative and practical. The essence of stimulating memory is emotional reflection and cultural identity. Only when consumers identify with the product and the cultural connotation conveyed by the product can it be possible to stimulate people's memory of the product. Products can no longer simply meet people's needs for product materials and emotional functions. Therefore, the combination of nostalgia and practicality should be considered in the design to make such campus cultural and creative products more purchasing power.

The principle of "innovation & market demand". When designing cultural and creative products on campus, we must first focus on market orientation, and secondly, we must examine and analyze what is lacking in the market, so as to develop and design to produce cultural and creative products that can meet the needs of the audience. Through market

research and analysis, we will study the demand for cultural and creative products in domestic and foreign universities, adjust the product structure in a timely manner, and further improve it. It is also necessary to improve the original products and actively develop products that meet the real needs of the target audience. However, the existing cultural and creative products in the market still lack new ideas, and the design concept has long been outdated. Such a contradiction between supply and demand in the market reminds us that if we want to innovate, we need to combine creativity and design, and we must change the identity of products in today's market. Qualitative phenomena and redundancy.

The principle of "beautiful & portable". As a medium to highlight the image of the campus, the campus cultural and creative products represent the brand image of the university. The design of cultural and creative products should not only pay attention to the applicability of the product, but also pay attention to the aesthetics of the product. In addition to focusing on function and aesthetics, it is also necessary to satisfy consumers in terms of product awareness and encourage them to consume. People's review standards for "beauty" are mainly reflected in design and materials. For example, the color, shape and texture of a product can bring visual impact and shock to consumers, thereby improving consumers' purchasing power. In life, some buyers need to carry products to another city. In this case, portability becomes a factor that buyers need to consider when purchasing. Therefore, in the development and design of cultural and creative products on campus, aesthetics and Portability should go hand in hand.

The principle of "culture & brand image". The main purpose of college cultural and creative product design is to spread and inherit college culture, and it is different from other cultural and creative products because it has a unique material & spiritual product of campus culture. Therefore, cultural and creative products in colleges and universities should have their own cultural characteristics. The design of cultural and creative products in colleges and universities should have their own national characteristics, and the principle of brand identity should be emphasized in product

development and design: retaining highly recognizable local characteristics, which will give relevant consumers a sense of belonging and pride, further allowing consumers to have a sense of psychological identity with the product. The inner sense of belonging creates a "family identity" for the campus teachers and students, and social groups can also shape this brand image with unique personality and culture. Therefore, brand culture and brand identity are the development and design process of campus cultural and creative products. Important design principles that should be followed.

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