

# Research on University Cultural and Creative Product Design

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## ABSTRACT

Each university has its own cultural and historical characteristics, which can be condensed into the material carrier of campus cultural and creative products. Nowadays, more and more universities begin to operate their own campus cultural and creative products, which have become an important channel for foreign exchanges. At present, many universities have formed a systematic design and marketing system of cultural and creative products through continuous exploration and improvement, which has won the favor of teachers, students and visitors, and effectively spread the campus culture. Compared with foreign university campus cultural and creative products, there are still some shortcomings in the design of Chinese university cultural and creative products. Although there are exhibitions and sales offices for cultural and creative products on university campuses, most of them are stamps, postcards, maps and other souvenirs, which cannot meet people's diversified needs. Based on this, this paper explores and analyzes the university cultural and creative product design.

**Keywords:** *university campus, cultural and creative products, design*

## 1. INTRODUCTION

Cultural and creative products can reflect the profound connotation of campus culture, play an important role in promoting campus spiritual ideas, and are the key content of campus culture construction. The essence of university culture construction is the construction of campus brand, which can realize the sustainable development of university through brand effect. With the advent of the new era, the social culture presents a diversified attribute. In this context, in order to make the university cultural and creative products achieve substantial results, it is necessary to build a campus brand and establish a good ideology. At the same time, we should pay attention to refining the cultural elements of campus characteristics, and use images, colors and words to express the campus spirit, so as to enhance the value of cultural and creative products and achieve the expected publicity effect.

## 2. PRESENT SITUATION OF UNIVERSITY CULTURAL AND CREATIVE PRODUCT DESIGN AT HOME AND ABROAD

With the development of social economy, people's pursuit of material life has been continuously improved,

and more and more attention has been paid to cultural life. Cultural and creative products have attracted widespread public attention and become an important medium of cultural communication. In recent years, university cultural and creative product have gradually come into people's field of vision, which greatly meet people's diversified needs while promoting and spreading campus culture. The following will briefly analyze the development status of university cultural and creative product design at home and abroad.

### 2.1. Domestic Status Quo

At present, the domestic university cultural and creative products are mainly decorative, ornamental and collectible, and there are some shortcomings in practicality, which leads to the fact that cultural and creative products can't meet the needs of most audiences and are destined not to occupy a large space in the market. Through a questionnaire survey among college students, it is found that although there are differences in students' purchase intentions, ways, purposes and preferences, most students think that campus cultural and creative products are not practical, which greatly affects the sales volume of cultural and creative products [1]. In recent years, from the perspective of the

development of cultural and creative product design in Chinese universities, the product style is relatively single, lacking innovative ideas, and the homogenization problem is serious. At the same time, the immature business model has greatly weakened the publicity and dissemination of campus culture. In addition, some universities' cultural and creative product designs have achieved good results. The products are beautiful in appearance and practical, and customers have a strong desire to buy.

## 2.2. Foreign Status Quo

Compared with domestic universities, the design and development of cultural and creative products in foreign universities is earlier, and the product forms are more diverse, and a relatively complete system has been formed from the aspects of product positioning, design and development, production and sales, and publicity services [2]. At the same time, there are a wide variety of products, involving many fields such as study, life, sports, entertainment and so on, with rich selectivity. In terms of product appearance, foreign universities keep up with the trend of social development and pay attention to the innovation of cultural and creative products. Take the Western Oregon University as an example, its cultural and creative products include various daily necessities, stationery, handicrafts, entertainment products, etc. These products only have good practicality and are very popular with teachers, students and tourists. First-class universities in Japan and Britain all attach great importance to the design of campus cultural and creative products. They uphold advanced design concepts and unique forms of expression, so that campus cultural and creative products can play their due value.

## 3. DESIGN IDEAS OF UNIVERSITY CULTURAL AND CREATIVE PRODUCTS

### 3.1. Clear market positioning

The design of university cultural and creative products must meet the needs of public use and aesthetics. Only when cultural and creative products are recognized by consumers can the campus culture spread well. Therefore, it is necessary to position the market and inspect the cultural characteristics of the school on the spot when carrying out specific design. At the same time, it is necessary to carry out extensive questionnaire survey, understand the preferences of students and faculty, and analyze the survey results in detail. Only through market research and understanding of consumers' purchasing tendency can we find out the design direction of cultural and creative products and lay the foundation for campus cultural communication [3].

### 3.2. Integrate characteristic elements

Campus culture is particularly important for the design of cultural and creative products, which can enhance the connotation of cultural and creative products. Universities usually represent different regional cultures, and cultural and creative products are actually an effective means to spread campus culture, and can inherit the rich history of schools. For consumers, the distinctive university cultural and creative products are very attractive, which can stimulate consumers' emotional resonance. In the process of designing cultural and creative products, the commemorative significance and practical functions of the products should be reflected to ensure the maximization of consumers' interests. Specifically, the school gate, library, motto and emblem of the university campus have unique cultural characteristics, which can collect the characteristic landscape and picture materials of the campus and flexibly introduce them into cultural and creative products [4]. The school gate and the teaching building are the characteristic signs of the university, which can be reduced according to a certain proportion and designed into common learning items for students. They can not only reflect the practical functions of creative products, but also achieve the purpose of spreading campus culture. As far as school motto is concerned, each school is different, which usually embodies the spirit of the school. This is also one of the important elements of university cultural and creative product design, which can be presented in creative products through artistic words to enhance the cultural connotation of products [5]. In terms of regional culture, it contains a lot of local conditions and customs, which is a major feature of university cultural and creative products, and can reflect the history and humanistic spirit of the school and meet the spiritual and emotional needs of consumers.

### 3.3. Meet the needs of the public

The consumer groups of campus cultural and creative products can be divided into three categories: students, teachers and tourists. The needs of different consumer groups are quite different. In order to make university cultural and creative products better meet the needs of consumers, it is necessary to enhance the richness of products [6]. For student groups, notebooks, pen holders, computer bags, sports socks and other daily necessities can be designed by combining campus maps, landscapes and signs. For teachers, we can design characteristic teacher records, lesson preparation books, tea sets, etc., which are not only practical but also can be collected as souvenirs. For tourists, they mainly want to appreciate the campus scenery and understand the history of the campus, so it is necessary to design the campus characteristic map, landmark handwork, key

chain, clothing and accessories, etc., to reflect the characteristics of the campus.

### **3.4. Carry out serial design**

Series design has become one of the important strategies for the development of university cultural and creative products, which can increase the correlation between products and form a complete product system. At the same time, serial design should establish the consciousness of complete combination, single product should have its own characteristics, and product combination can better reflect the visual effect, and also enable consumers to fully understand the campus culture [7]. For example, creative and cultural products will be divided according to materials, structure, processes, functions and other categories, and only form a series of products with specific themes.

### **3.5. Brand design**

In order to obtain good benefits, university cultural and creative products need to establish brand image, enhance product connotation, effectively convey school-running ideas and history and culture, and open up a broader market. Therefore, university cultural and creative products must be based on campus culture, combined with orientation activities, graduation activities, celebration activities, etc., to create practical and aesthetic cultural and creative products. For some universities that already have brand effect, the design of campus cultural and creative products can be linked with campus brands, thus gaining more consumers' recognition. At the same time, as an important carrier of campus culture brand promotion, college cultural creative products need to attract consumers' attention through the unique and novel design concept of the product itself, and strictly control the quality of the product with appropriate marketing means to boost the spread of campus culture.

## **4. THE ROLE OF UNIVERSITY CULTURAL AND CREATIVE PRODUCTS IN BUILDING CAMPUS BRAND IMAGE**

### **4.1. Help to Strengthen the Campus Brand Image**

On the external level, creative products of university culture can transform the history, culture and spirit of the school into commodities, which can not only play a propaganda role, but also generate certain economic benefits [8]. Among them, creative clothing can adopt visual creativity, which combines hand-painted elements and plane processing, forming a unique style. Hand-painted elements mainly come from the creation of classes or societies, and are integrated into certain subjects. The badge design mainly reflects the campus

logo and pays attention to the overall simplicity. Campus postcards can take the photographs of the four seasons of the campus as the background, and at the same time integrate the brand image design concept, enhance the visual effect of cultural and creative products, and leave a deep impression on viewers. In addition, besides the visual image, the familiar campus life elements can be used reasonably, and a section can be used to record students' life and arouse students' resonance. Internally, the creative product of campus culture is a creative artistic product, which is practical and commemorative, and can create a good campus culture atmosphere, make the public feel the charm of campus culture, exert the influence of culture, and further promote the construction of campus culture.

### **4.2. Help to Promote the Construction of Campus Culture**

This paper analyzes the role of creative products of university culture in promoting the construction of campus culture from three aspects: 4P marketing theory, corporate identity system and consumer psychology. In The Marketing Theory of 4Ps, in 1960, Jerome McCarthy, a professor at the University of Michigan in the United States, put forward the 4P marketing theory in Basic Marketing, which mainly includes four basic elements: product, marketing channel, price and promotion [9]. For university cultural and creative products, products are both works of art and commodities, which can form a production and marketing chain. Products should have commercial attributes, and should pay attention to meeting the needs of customers. The emergence of university cultural and creative products can play a guiding role and help the public quickly understand the campus. Some tourists may not be familiar with the campus environment, but cultural and creative maps can guide tourists to get familiar with the campus environment quickly, and the maps are intuitive, which can outline vivid campus scenery and convey vivid campus image for tourists. In addition, university cultural and creative products have strong commemorative value and collection value, thus forming a unique commercial selling point. In view of the price of cultural and creative products, the product price should be determined according to 4P theory, such as 30 yuan for each piece of creative short sleeves, 20 yuan for cups and 12 yuan for notes. Compared with online shopping platform, the product price of the same material is comparable, which is consistent with the consumption level of college students at school. In terms of marketing channels and promotion, the design and production of university cultural and creative products depend on marketing channels. In this respect, college students' business incubation bases and entrepreneurial service stations have unique advantages, which can promote and sell campus cultural and creative products.

In terms of Corporate Identity System (CIS), it mainly includes three elements: idea, behavior and visual identification [10]. Campus cultural and creative products are the extension of campus image, and concept identity refers to the business philosophy and guiding ideology of products to ensure the formation of a good brand image, thus stimulating consumers' desire to buy. If the school is regarded as a company, then the cultural and creative products are the goods that create profits for the company, and the behavior is the reconstruction and dissemination of the school brand image. If we design cultural and creative products with the theme of university campus life, we can record campus life from the perspective of students, and the products are closer to students' aesthetics, which is of practical significance for strengthening campus brand image.

In the aspect of consumer psychology, consumer psychology dominates consumers' views and induces consumers' behaviors. University cultural and creative products mainly include the psychology of seeking truth, convenience, beauty, preference, cultural pride, nostalgia, etc., which need to meet customers' demands for practicality and aesthetic appearance. The design of university cultural and creative products can fully consider the psychological factors of consumers, pay attention to customers' preferences, and organically combine customers' identity with campus cultural elements, which is more conducive to the construction of campus culture.

## **5. THE DEVELOPMENT IDEAS OF UNIVERSITY CULTURAL AND CREATIVE PRODUCT DESIGN**

First of all, we should pay attention to the connotation of campus culture, tap diverse cultural elements and cultivate unique cultural and creative products. The key to realize the development of university cultural and creative products is to grasp the public demand, show campus characteristics for different groups, and then enhance consumers' purchasing desire. At the same time, subdivide the types of creative products of university culture, so that consumers can feel different elements of campus culture and stimulate their emotional resonance. Secondly, in order to improve the practicability of university cultural and creative products, we should comprehensively analyze the market and understand the development direction of university cultural and creative products at home and abroad. In view of the problems of poor originality awareness, single category and weak brand of cultural and creative products in domestic universities, we should establish originality awareness, promote brand effect by improving product quality and formulating perfect marketing strategies, constantly expand market space, give full play to the publicity role

of cultural and creative products and attract consumers' attention. Finally, although the university cultural and creative products belong to the campus industry, they still need a professional operation team to promote the sales of the products. In this respect, we should constantly build an operation team, explore product marketing channels, promote the transformation of creative design achievements into cultural products, and vigorously market and promote excellent works. In terms of marketing, universities can hold cultural and creative product exhibitions and design competitions, and schools can also cooperate with enterprises to hold art festivals or design exchange meetings on a regular basis to provide a platform to share cultural and creative product design resources, learn from each other's strong points and master advanced design concepts and methods [11]. At the same time, in order to better promote the development of cultural and creative products in colleges and universities, colleges and universities can establish incentive mechanisms to mobilize the enthusiasm of teachers and students and encourage students to start their own businesses. They can also provide practical guidance for college students by using the way of industry-university-research, so as to design more excellent creative products. In addition, establish a marketing model that combines online promotion with offline sales. Online platform can regularly push cultural and creative products, increase reading and forwarding volume through soft text design, enhance audience's attention, and realize the purpose of promoting cultural and creative products. In this process, we should pay attention to interaction and communication, actively adopt the suggestions of consumers, and constantly optimize the design of cultural and creative products to meet the diversified needs of consumers. For offline marketing, students can be encouraged to carry out offline promotion inside and outside the campus, cooperate with the school cultural products studio, etc., so as to effectively spread the image of the school and create a visual brand of products.

## **6. CONCLUSION**

To sum up, universities have the brand image effect, and a school needs a variety of elements such as campus environment, history and culture, teacher-student style and so on to show its overall image. Excellent creative products of university culture can make the outside world see the elegance of the school and promote the spread of campus culture. Therefore, universities should pay attention to the design of cultural and creative products, integrate various cultural elements on campus, and highlight the practicality and artistry of cultural and creative products. In the specific design process, we should analyze the cultural and creative products of domestic and foreign universities, conform to the development trend of the times, make clear the



positioning of the products, and meet the spiritual needs of the public by incorporating characteristic elements, so as to build the campus brand image and realize the purpose of campus culture inheritance and publicity.

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