

# The Research on Design of Memorial Porcelain of University Gifts ----Taking Hubei Xiaogan University as an Example

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**Abstract :** In Hubei Xiaogan University gift to commemorate plate, for example, use case, qualitative and quantitative analysis, inductive and deductive methods, through the creative and design research of gift porcelain, from the name and definition, design thinking and method, the design effect and the function of various aspects of analysis and reasoning, to design a promote the campus culture, promote the exchange and develop friendship's gift porcelain; At the same time, the University gift commemorative porcelain plate is a comprehensive design, inseparable from the material, cultural arts, economy and other aspects of the overall thinking and the choice, it is the result of the comprehensive balance of various factors.

The emergence of university gift commemorative porcelain plate is a new design culture phenomenon, with the merger, reorganization, renamed and external publicity and exchange and other construction and development of colleges coming into being, the unique personality and using does not fade, with high strength, does not fear to the scratch, convenient to set and other unique physical properties, so unique campus culture and temperament are highly favored by colleges; Here, we take Hubei Xiaogan College gift commemorative porcelain plate design and creative practice as an example, from the perspective of design culture, its point of view definition, design concept, the actual effect and role of the elements, the difference and relationship with other gifts in the various aspects of the gift to discuss the relative questions of memorial porcelain, in order to get better results from others.

## The role and Significance of Ceramic Gift Memorial Porcelain Plate

ceramic gift memorial porcelain plate, as the name suggests, is one thing or some kind of ceramic or ceramic art used to gift friends; commemorative porcelain is designated for a specific historical events, people, activities, important meetings and ceremonies and other occasions and specially with small quantities or exact quantities of unique ceramic products or ceramic artwork. Its role is naturally the exchange of feelings and friendship, is the dual carrier of the material and the spirit, is a specific history, time, place, character bearing and the mark, and after the art of design and processing, carrying the emotional expression and infiltration into the meaning of the campus culture, so the main role and significance of university ceramic gifts memorial porcelain plate is self-evident: to promote, commemorate and exchange.

## The Relevant Elements of College Ceramic Gifts Memorial Porcelain Plate Novel, Unique Ideas and Thinking are the Foundation



Figure 1. Xiaogan College memorial ceramics plate

"Think twice before take action", said ancient people, illustrates the importance of planning and design, the design of college ceramic gifts memorial porcelain plate should first have new ideas or ideas. In specific considerations, we not only need to determine the horizontal time axis, but also a vertical space axis, and trying to find the collision, the intersection of the collection. Take Xiaogan College memorial ceramics plate as an example(See Figure 1), the idea of its creative thinking process is as follows: first excavate the influential elements - from the impact and visibility up to consider, because the porcelain plate design is also emphasizing cultural identity; at the same time, the public familiar landscape landscape, character events, stories and legends are the sources of good design creative elements, such as coin design with the portrait of the main founding leaders, like Guilin landscape design elements, One is very convincing and influential, second is to promote, but also do not forget the commemoration.

In addition, from the creative point of view, the combination of ancient and modern elements have a bigger play space than the combination of modern elements; Millennium historical and cultural city Xiaogan are no lack of such an ancient celebrity, the Han Dynasty filial piety Dong Yong is a good character aspects of the design material, can represent the city of "Xiaogan" glorious image.

In the selection of design of modern elements, from the "College" word in "Hubei Xiaogan College" to think about positioning, combing the more influential people in this university or things or events, focusing on new fashionable and influential design elements. From the perspective of creative ideas, to chose an ancient and a modern element, following the ancient to open today, the ancient thing used today, ancient and modern combination of creative practices to lay the foundation, which should be said is reasonable and innovative.

### **From the Relevant Elements to Reasonably Arrange and Screen Processing and Other Aspects of the Artistic Aspects to Consider**

After the big thinking frame is determined, the idea of specific design operation: such as the combined effect of macro and micro layout based on the size of the design of the screen elements, color matching, angle arrangement and other specific elements. First of all, from the graphic elements up to take an analysis, with the "Dong Yonghe with seven fairies" legend to represent the Xiaogan regional culture, to represent the image of campus culture with a modern appearance of the new library for the "college" teaching and educating people. From the composition to arrange, taking the surrounding environment, including auxiliary buildings, blue waves rippling spring lake and as the background of the blue sky included in the design effect category into consideration, in order to make its final effect realistic eye-catching, and blue sky in the white clouds the brightness of the enhanced do a different size, in order to achieve harmony and unity of the scene and color.

In regional cultural elements, "Dong Yong with seven fairies" to show the design of the plot and action, to take the plot design which is divided into four segments, the environment and the character image in the various stages are decorated a predetermined area around medallion. Hubei Xiaogan College was set up "1943", as a result, the historic "1943" and "hubei xiaogan college",

and the corresponding school motto and these numbers and text information are needed to be copied with. Finally starting from the tone of the ultimate effect to harmony, unity, to carry out the porcelain disk "ink painting", the entire tonal is united in the overall tone of blue and white blue, make the picture looks really embodies the graphics, color, originality of ancient and combination of traditional and modern, well embodies the "Hubei Xiaogan College is famous for its filial piety" culture features and modern campus characteristics, with visual image, as well as reveal the school culture, satisfying the requirements of the campus gift porcelain design.



Figure 2. Chinese Scientific and Technical University Memorial ceramics plate

The front of gift porcelain plate is the main body of the decorative design, but the back can also carry and play a strong cultural information carrier, where the school logo placed in the bottom of the central visual center of gravity, both sides are the school motto "serious to study, and honest to grow"; generally to this extent, a whole of the main body of the porcelain design (positive and negative) are basically completed. Of course, before the final finalization, at the request of the school, on the back of the porcelain plate of the school logo to mark the production origin of "China Jingdezhen", and the English "Made in Jingdezhen"; this kind of Jingdezhen "gold signs" and "porcelain" emotion and requirements are also understandable, because whether it is for the school or to accept the gift to commemorate the porcelain units or individuals, in the eyes of people, Jingdezhen as the world's ceramic capital and the king, where the production was produced there, people are assured, after all, the final design dish and the quality of the porcelain grasp also need to go through its excellent production technology to protect and highlight.

#### **From the Technology and Technique Consideration**

Gift commemorative porcelain plate is the art of hand painting or decals and die transfer and other bulk production mode, is using glaze up color, glaze down color, underglaze color way, or low temperature, medium temperature, high temperature and other firing, in the specific firing atmosphere, it is using oxidation flame, or reduction flame and special effects of atmosphere, it is the first prime-burning and then glaze burning three times, or direct one-bit firing, which depends on two factors, namely technology and technique. In addition, there are two conditions: one is to the requirements of design screen itself; the final selection of school based on financial resources, so in terms of technology, it is not conclusive, but relatively flexible; such as the China University of Science and Technology commemorative disk (Figure 2) due to the screen is simple, easy to achieve the production of various operations, relatively the requirements on on the process, technology are not too high. Therefore, regardless of the needs of the school or the designer, they are essential to consider the important part from the process, technology and other aspects.

#### **Other Issues on College Ceramic Gifts Memorial Design Porcelain Plate Design needs to be Considered**

**In the Creative Design of the Idea**, we should be closely integrated with the actual school, with the most unique, iconic, influential elements of creativity. To avoid the use of flowers and plants, animals the popular symbolic or moral elements such as twists and turns euphemistically, we should be straightforward, straight to the point. Taking "build the party porcelain" plate as an example,

lotus and peace pigeon element combination of gifts to commemorate the porcelain plate, meaning the party and the future of the country will be good, peace and so on, such as these porcelain design as a party porcelain gift without doubt, because the meaning of the representatives are beautiful, but used to be the gift of college commemorative porcelain is too far from the suspected, while intuitive, straightforward will be better;

**To Avoid too Simple or too Complicated**, to be just right, take the suitable degree. In general, in the university gift memorial porcelain design, full screen or the main picture for the basic use of the portrait is very little, because it is easy to cause confusion, produce a wrong feeling that it is a certain character of the special commemorative porcelain, rather than the collective collection of porcelain, the meaning is completely different;

**Overall, Unified Design - Including Internal and External Packaging**, the formation of the overall image, not stitching, improvise, far-fetched. The design of the commemorative porcelain in the university is whole design from the inside to outside, especially after the design of the porcelain plate itself. The internal and external packaging should also be taken seriously. The overall requirement should be the shape, the unity, coordination of the color and the quality, give people a unified unit as a whole visual image;

**Campus Personality Traits Should be Clear-cut**, taboo vague or ambiguous, to really represent the school image, reflecting the school's long history, campus culture connotation and taste; if a souvenir gift porcelain design are out of others we can not see the recognized visual elements or symbols, then this design is basically a failure, the flowers, characters and other common elements can not find the answer, so it is a necessary method for the university cultural heritage, personality characteristics to strengthen the expression;

**Design and Production of Economic Cost Considerations**. In the gift porcelain, the economic cost control is mainly depends on the various colleges on the process and technology choices and preferences, depending entirely on the specific requirements of each university and financial resources. A disk cost can be controlled in the range of ten dollars to dozens of dollars, so that both the gift porcelain sent to the exchange of emotional role, nor because of porcelain to bear too much financial burden, made by high-tech production of small quantities of exquisite gifts memorial porcelain.

### **The Difference between College Gifts Memorial Porcelain Plate with other Gift Porcelain Design**

First, the theme is more prominent, and the goal is more clear, that is, from the disk on the screen content we can see at a glance for college design, rather than for other units and individuals without obscure. Colleges are the training of talent, the design of the gift porcelain plate to reflect the school's cultural atmosphere, humanistic care, appearance appearance, unlike all the head of the individual's portraits such as commemorative porcelain decoration, nor the 90th anniversary of the founding party memorial porcelain through the "Jinji", "Rabbit", "flower group" and other auspicious meaning to reflect the glorious image of the Communist Party;

Second, in the decorative approach, it needs to meet their own theme content and other design requirements. Since commemorative porcelain plate for the 90th anniversary of the founding of the party does not have to consider the cost of production, it is similar to the ancient imperial palace porcelain, with the craft and technology and other decorative techniques extremely high-end luxury, in addition to commemorative significance, there are ornamental furnishings and appreciation potential, its design cost is negligible or not to consider; while college gift memorial porcelain with a decal or die transfer has low-cost but high-tech way of decoration.

In addition, the expression of decorative design elements and application are not the same: one is intuitive expression, the disk content has been clearly expressing the meaning and form of type; other one is using a subtle, euphemistic way, that is, symbolic or moral expression, such as the porcelain of establishment of party "promising", "rabbit" and other commemorative porcelain plate;

Finally, their common ground are using porcelain material, taking creative, personality, craft in one, are the dual carrier of the material and the spirit, have gifts and commemorative features, with

the collection value and potential.

## **Conclusion**

Through the analysis on the definition, design method, function and significance of the gift memorial porcelain, this paper carried out the concrete argument from the aspects of creativity and conception, craft and technology, and carries on the comprehensive consideration from the influence of various design levels such as politics, economy and culture, contrast the difference of the gift of the university to commemorate between the porcelain plate and other gifts porcelain, summed up the main features of the commemorative porcelain plate design and the relevant issues should be payed attention to, hoping to play a certain reference to more domestic colleges to carry out the design of personalized gifts memorial porcelain, at the same time, to further advocate the campus culture, promote inter-school cultural exchanges, the convergence of the world, the development of friendship and even are helpful to explore for the university of memorial porcelain design and research in-depth and porcelain porcelain economy and cultural development aspects.

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