

Campus Cultural and Creative Products Design Research in Inner Mongolia Honder College of Arts and Sciences

Guo Liqing^{1,2}

¹Inner Mongolia Honder College of Arts and Sciences, Hohhot City, Inner Mongolia Autonomous Region, 010000, China

²Philippine Christian University Center for International Education, Manila, Philippines

Abstract: Inner Mongolia Honder College of Arts and Sciences, as a young private College, needs to strengthen brand culture construction in the development process. The design and development of campus cultural creative products is an important channel for brand construction and promotion. It not only reflects the campus environment, humanistic style and spiritual culture of colleges and universities, but also undertakes the important task of inheriting excellent traditional culture of colleges and universities. Therefore, the design and development of campus cultural and creative products is of great significance to the development of Inner Honder College of Arts and Sciences. This paper takes the embodiment of the value of campus culture as the starting point, analyzes and extracts its cultural elements from the perspectives of humanities and regions, and materializes these cultural elements into creative products, providing theoretical basis and practical reference for further research on the design of cultural creative products of colleges in the future.

Keywords: Inner Mongolia Honder College of Arts and Sciences, College culture, Campus cultural and creative products

1. Development status of cultural and creative products on campus in colleges and universities

With the rapid rise of cultural and creative industries, colleges and universities have gradually increased their attention to the design and development of campus cultural and creative products, constantly strengthened the training of professional talents, created special Research and development teams, opened social soliciting activities, and provided sufficient resources and financial support. Some colleges and universities even extend the campus cultural and creative products to the pure commercial field, and register their own cultural and creative brands under the name of the school, which can not only promote the culture of colleges and universities, but also bring certain economic benefits to the school. With the support of various resources, and through professional design team and marketing means, we strive to build the university into a highly distinctive education brand, so as to enhance the popularity and competitiveness of the university. Even so, there are still many problems in the process of research and development of cultural and creative products on campus. Mainly focused on two levels: one is the design level, such as backward product development concept, outdated style, single type, lack of creativity, weak cultural connotation, not strong practicality; Second, product level, such as production material single, lack of professional product production factory, the high price of item production, some process and material complex creative ideas difficult to achieve, not relatively mature industry chain, in creative design, production, marketing, after-sale service, such as link has yet to achieve seamless, lead to the category of products still stay in the campus souvenirs.

2. The value and significance of developing campus cultural and creative products in Inner Mongolia Honder College of Arts and Sciences

Inner Mongolia Honder College of Arts and Sciences, as a young private College, has been adhering to the development concept of "building and developing at the same time". The design and development of campus cultural and creative products is an important channel for brand building and promotion. It not only has the value of showing the campus environment, humanistic style and spiritual culture of colleges and universities, but also undertakes the important task of inheriting the excellent traditional culture of colleges and universities.

2.1 Cultural value

Inner Mongolia, as the main settlement area of Mongolian nationality, is dominated by grassland nomadic culture. Hohhot, known as the national historical and cultural city, has a long history and brilliant culture, and is one of the birthplace of Chinese civilization. Therefore, in the development of campus cultural creative products, Inner Mongolian Honder College of Arts and Sciences should highlight ethnic characteristics, take advantage of regional and traditional cultural advantages, and start from folk customs, costumes, myths and legends, landscape architecture, etc. Extract valuable cultural elements, and then process and create campus cultural creative products with regional characteristics through visual communication design, so that campus spiritual culture is no longer meaningless words, but products with practical value and spiritual.

2.2 Brand Value

The brand cultural value of colleges and universities is usually reflected in spiritual and material cultural values, and spiritual culture is mainly reflected in the school emblem, school motto, school-running concept, educational concept, campus activities and so on. Material culture is mainly reflected in campus landscape and all aspects of study and life. Under the background of higher education becoming more and more market-oriented, it is an inevitable trend to construct university brand education. The establishment of brand positioning and the establishment of a complete VI visual system can not only strengthen the visual image of the school in front of the public, but also standardize the style of campus cultural and creative products, form a series of products, improve the identification, and help build and continue the brand image of colleges and universities.

2.3 Value of education

As a base for spreading culture and cultivating social talents, a complete environment of moral education is indispensable in colleges and universities. It can invisibly guide students to establish correct values, shape sound personality and improve students' quality. Campus culture is usually manifested in school tradition, style of study, code of conduct, campus cultural atmosphere, architectural landscape and so on. Hence, campus culture and the product is derivatives of campus spiritual culture and material culture, campus culture and products bearing is not only a school education idea and spirit culture, more is by giving unique cultural connotation of campus culture and products, to create a strong cultural atmosphere for schools, using the form of a pleasant influence teachers and students, through the material requirements meet the spiritual needs, even affect people's consciousness and behavior, and finally achieve the goal of educating people.

2.4 Commemorative value

The design and development of campus cultural and creative products in colleges and universities is the result of materializing campus spirit and culture, the essence of campus culture, and can be used as the carrier of consumers' emotional sustenance to a certain extent. The consumer groups of campus cultural and creative products can be basically divided into two categories: one is students and teachers. They are the group with the deepest sense of campus culture and the regular consumers of campus cultural and creative products. They can not only interpret the creative points of products from a new perspective, but also get a sense of belonging from the rich connotation of products. Second, alumni and tourists. Market research shows that more than half of the respondents collect campus cultural and creative products as souvenirs. In their opinion, the purchase of campus cultural and creative products is not only for the practical value and aesthetic value of the products, but more for the commemorative value and the retention of good memories. With the socialization and internationalization of campus culture in Inner Mongolian Honder College of Arts and Sciences, all kinds of interview activities and inter-school communication activities become increasingly frequent. If the school has a set of representative and characteristic campus cultural and creative products, It can not only make the other party feel the cultural essence of the school quickly and build a bridge of communication, but also play a role in brand promotion.

2.5 The economic value

Campus cultural and creative products can not only meet the spiritual and material needs of teachers and students and achieve social effects, but also bring some economic benefits to colleges and

universities. Many countries and regions in the campus culture of colleges and universities after the product research and development, have set up their own campus cultural creativity products stores, and through the university-enterprise cooperation, business incubator construction, setting up practice base, etc., provide students with the creative practice of channels, all kinds of creative bazaar, which are held in the campus culture and products to gradually.

3. Research on campus cultural elements sorting and design of Inner Mongolia Honder College of Arts and Sciences

3.1 Sorting out campus cultural elements

In the process of cultural sorting, the author sorts out the campus cultural elements in Inner Mongolia Honder College of Arts and Sciences from a macroscopic to a concrete way of thinking, and draws a mind map of the sorted elements. In the process of sorting, the campus culture is firstly sorted out from the representation, including campus landscape, regional culture, behavior and habits and campus activities. Secondly, the spiritual culture of the campus is deeply summarized to dig deeper cultural internal letter.

3.2 Refinement of cultural elements

The transformation of cultural elements of cultural creative products should be composed of external expression and internal expression. The external expression ranges from the collection and classification of campus cultural resources to the extraction and transformation of figurative elements. The extraction of figurative elements can be abstracted and symbolized from the school emblem, architecture, mascot and other aspects, and finally applied to the design of cultural and creative products and packaging. The implied meaning of inner expression is the communication of emotion and spirit. Element extraction can be abstracted and symbolized from school spirit, school motto, historical story, spiritual culture and other aspects, and convey the spiritual culture and historical story of the school through cultural and creative products.

3.3 Shaping of product form and function

After cultural elements are transformed into symbols, product forms must be shaped. Here, the product shape is divided into two aspects: external visual form and internal function. The intrinsic functionality refers to the value of the product itself, including cultural value and use value. The external visual form is the visual expression of the product, which is composed of several design elements such as color, structure, shape, pattern and material of the product.

3.4 Design process and exhibition of works

The practice stage of product design can be divided into three parts: one is the planning and design of products, mainly for the reprocessing of elements, a variety of materials and process of the experimental stage, to test the feasibility of product design; The second is the systematic design of the product, which is mainly to establish the visual system, unify the product style, determine the material and process stage; Third, derivative design of products, mainly to enrich product categories, increase customized design, DIY design of products, in order to expand the interaction between consumers and products and use of participation rate, but also play a role in emotional communication and brand promotion. This product design mainly takes the campus landscape architecture as the main visual element, and combines the appearance and function of the design (part of the works shown in Figure 1).

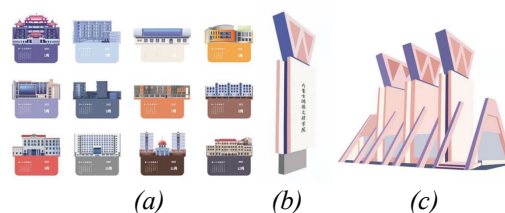


Figure 1: Cultural and creative design product display: calendar, mobile U disk, bookshelf

4. Suggestions on the design of campus cultural and creative products of Inner Mongolia Honder College of Arts and Sciences

At present, Inner Mongolia Honder College of Arts and Sciences does not have systematic and complete achievements in the research and development of campus cultural and creative products, but it has very sufficient resources in the exploration of regional culture research. For example, the school's Rock Painting Research Institute, Leather Art Research Studio, Lacquer Painting Research Studio, Paper Cutting Research Studio, etc. Whose achievements can be used as inspiration sources of campus cultural creative products. Clear brand positioning of the school, the school culture system, excavate its spiritual connotation, extracting the most unique and representative culture elements, by means of visual communication design, adhere to the objective and reasonable attitude of study, the traditional culture and art in the design of injection products, coupled with new media, the use of virtual reality (VR) and augmented reality (AR) technology, It is an important development direction for the brand culture construction of schools in the future to enrich the way of product experience and present the campus culture with a new look in front of the public.

Acknowledgements

This work was financially supported by the fund: Inner Mongolia Honder College of Arts and Sciences scientific project in 2021. "Campus Cultural and Creative Products Design Research in Inner Mongolia Honder College of Arts and Sciences" (Project No: 202131)

References

- [1] Yu Xiaoming (2018). *Research on The Development Scheme of College Campus Cultural Creative Products*. Shenyang: Shenyang Aerospace University.
- [2] Guo Liqing. (2019). *Practice research of Cultural Creative Product Design of Southwest Associated University*.