

The Importance of Brand Image Construction in Domestic Universities—Taking the Admission Notice of Gannan Normal University as an Example

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Abstract: The construction of brand image plays an important role in the development of universities. With people's understanding and insights into beauty, the beauty of brand image is increasingly valued. Many domestic universities have carried out design innovation and practice in the design of admission notices, deeply tapping into the connotation of campus culture and enhancing the cultural competitiveness of universities^[1]. The article takes the design of the admission notice of Gannan Normal University as an example, thinking about the display methods and design positioning of cultural products, so that the admission notice is no longer just a symbol of academic qualifications, but also an intangible way of promoting the school, thereby enhancing Gannan Normal University's popularity and influence nationwide.

Keywords: Brand image; Universities; letter of admission; Hakka

1. Introduction

The college admission letter, as the first "stepping stone" that new students come into contact with, is not just a notice. It conveys the school's earnest expectations and strong affection for the upcoming students. The sense of ceremony it contains includes recognition of the students' daily efforts. It is a sailboat carrying dreams and taking everyone to further distances^[2]. Therefore, the design of the notice requires superb creative skills and rich design aesthetics, in order to leave a first good impression on the new students and bring more attention topics to the school's "hot search"^[3].

2. Throughout history, changes in admission letters

During the Tang Dynasty, there was a notice for candidates to write letters to their families to report good news. A type of clay gold post was the earliest to appear on the list. As a traditional high-end decorative technique in China, "clay gold" was a golden coating made of gold powder or metal powder, used to decorate paper or mix it in paint to decorate utensils. In the Tang Dynasty, there were many names on the Jinshi list, such as the "Golden List", "Spring List", and "Dragon and Tiger List".

In the Song Dynasty, the poster became four inches long and about three inches wide, with the use of "yellow flower paper" to highlight the students' wishes for success

The joy and solemnity of the poster^[4].

During the Ming Dynasty, admission notices were referred to as "newspaper stickers" or "Jie Bao", and "Jie" was interpreted in the dictionary as "fast, quick, and victorious"^[5]. The admission notice is known as the "good news", which not only demonstrates the speed of delivery, but also implies the urgency of the candidate's mood. Therefore, there is also a folk admission notice called the "good news".

In the Qing Dynasty, the first admission notice presented in the form of block printing appeared in China, which was slightly more expensive. Exquisitely printed large-sized notices could also be placed and posted as decorations at home, making them a proud item for candidates^[6].

After receiving the list post or good news, the winner usually posts it in the most prominent position in the hall, with a large size that is easy for visitors to see upon entering, in order to shine in the courtyard^[7]. Some wealthy families also post admission notices in the lobby.

The "Jiebao" of the Qing Dynasty provincial examination displayed in folk collections is yellow wax paper, symbolizing royal nobility and highlighting the importance of the Jiebao, which is also consistent with the "title on the gold list". Compared to the Tang and Song dynasties, in terms of layout design, the character "Jiebao" comes first on the upper right, and another character is used to rank those who have achieved academic success. In the lower left corner, a special seal, namely "Guo Zhu," is stamped, which is equivalent to the official seal of a modern school principal. The content format of ancient notices is simple, but the visual design is exquisite and bears the imprint of the times^[8].

3. Analysis of well-known domestic cases

Unlike foreign countries, China's admission notices promote paperless office work. In contrast, domestic admission notices have become an information carrier with various forms and many things that can be deeply studied. A well-known one is the design of admission letters from well-known domestic universities. These notification design styles, which can be regarded as artworks, quickly made it onto the hot search lists of major media^[9].

The Central Academy of Fine Arts, as the art academy with the strongest faculty among the national art academies, can be said to be at the forefront in the design of admission notices. Compared to other efficient notices, the admission notice from the Central Academy of Fine Arts is truly a "book"! In 2021, the admission notice of the Central Academy of Fine Arts was presented in the form of a thick "red book", which was 416 pages thick, and the "real admission notice" was its "bookmark".

This book is a "picture album" given by the Central Academy of Fine Arts to the vast number of new students, and also a "commemorative book" for future new students in school. There are 52 weeks in a year, 2 pages per week, and 4 years in college, which is exactly 416 pages, making it the "thickest" in history. It will accompany every student's growth, recording their memories and moments of inspiration.

The year 2021 coincides with the 100th anniversary of the founding of the CPC. At the important historical moment of celebrating the centennial of the founding of the Party, the design is hardbound in red short velvet, with patterns on the front and back, which shows more the spirit of the times, conveys joy and promotes the great red gene.

The cover is printed with the number "103", and 2021 is the 103rd grade student welcomed by Central American University. 103 has also become their exclusive title. Below is the word "2021" that records the time, using vibrant radiation patterns to convey a sense of joy and anticipation. On the spine of the book is the school emblem of the Central Academy of Fine Arts over the years, with six different school emblems recording the centennial glory of the Academy of Fine Arts. Opening the outer cover of the book, you will see a more simple and highly structured pattern. At the moment of opening, it is like a key to opening the Academy of Fine Arts, solemn and ceremonial, with a strong sense of composition, Read the history of the Academy of Fine Arts in books and write about its future.

The admission letter from Tsinghua University in 2021 continues the construction of three-dimensional buildings, with a new upgrade of the outer shell material while maintaining the original contour. The three-dimensional gate is the second gate of Tsinghua University in Beijing, located on Tsinghua Road, one of the main roads of Tsinghua University. It is one of the most representative landmark buildings in Tsinghua Park and also a symbol of Tsinghua University. The admission letter is based on this landmark building as the main design element. It has a profound sense of history, with gray and white color codes as the main colors, showing the elegant image of the school gate^[10]. The second school gate is a classical and elegant building with three arches of "memorial archway" in blue brick and white columns. The front of the gate is engraved with the words "Tsinghua Park". Standing on Tsinghua Road, you can watch the second school gate, and see the Tsinghua auditorium, sundial, Tsinghua School and other landscapes from afar. It is made by laser carving, manual cutting, and assembly, with beautiful and long-lasting colors and stable three-dimensional structure. Demonstrate the character of diligence, practicality, and striving upwards. As soon as the admission letter is opened, it will present a three-dimensional secondary school gate, which is beautiful and generous, conveying the solemnity and thickness of history. The outer shell adopts the color of Tsinghua University - purple, elegant and rich in cultural atmosphere. The horizontal format presents the beautiful style of Tsinghua Jingjing campus, highlighting the profound cultural heritage of Huayuan. Bauhinia flower pattern elements have a more visual impact^[11].

4. Positioning of Admission Notice for Gannan Normal University

Gannan Children's Normal University, as a regional excellent normal university, has profound development potential. In recent years, Gannan Normal University's admission letter emails include necessary items such as admission letters, new student guides, bank cards, promotional materials, and payment notices. As a university located in the red capital of Ganzhou, it also adopts local characteristics in its design, using a beautiful red color. In recent years, the school's admission notice has not been updated in design, which has also exposed some problems^[12].

Although the notification function is to transmit notifications, notifications that only have notification functions are increasingly unable to meet the needs of new students, and the information content cannot help them understand Gannan Normal University. From a design perspective, the materials used for EMS paper envelopes are no different from most express delivery services on the market, except for some changes in the design. The red envelope has a logo of the school's main entrance on the cover, and relevant information such as the school's address and phone number is marked in the lower left corner. The layout design is similar to a pile of information, lacking novelty and attractiveness. There are also some problems with the design and content layout of the envelope^[13].

The design of the admission notice of Gannan Normal University cannot meet the spiritual and aesthetic needs of students, and its campus culture, the red color, cannot be conveyed to students, nor has it played a role in promoting the Hakka spirit. Therefore, the admission notice of Gannan Normal University should be improved and updated, designing a more aesthetic and functional gift box for freshmen, allowing students to create a happy experience based on obtaining the admission notice, making students have more expectations for university life, effectively promoting Gannan Normal University, improving the school's soft power, and attracting more high-quality talents.

5. Design Development Trends

Gannan Normal University is located in Ganzhou City, a national historical and cultural city and a sub central city in Jiangxi Province. It is known as the "Jiangnan Song City, Hakka Cradle, Red Capital, Ecological Home, Rare Earth Kingdom, World Tungsten Capital, and Navel Orange Hometown".

The school was founded in 1958 and is a prestigious institution with a long history. In 2016, the school was renamed Gannan Normal University. The motto of Gannan Normal University is "advocating morality and learning, seeking truth and innovation".

The acceptance notice of Gannan Normal University is aimed at young students from all over the country. This audience group suggests that the design should be more from the perspective of students, thinking from the perspective of students, combining with social trends and integrating positive and correct values to create. Starting from the basic positioning of the admission notice, we will deeply explore the campus culture of Gannan Normal University, change the general cognitive impression of young students on Gannan Normal University, extract the essence of campus culture and integrate it into new creativity, cater to the needs of the times, create a new campus cultural experience, and meet our own practical needs.

The design of admission notices belongs to the category of visual design, which is an active act of disseminating specific things through visual forms. It usually relies on the audience's visual senses to experience, and visual symbols give the object certain value. It is guided by a certain purpose and conveys specific information to the audience through visual art forms. The visual language of the notice should be in line with public aesthetics, and the design should consider multiple elements, with a relaxed layout. To control the blank area, it is necessary to have a sense of overall situation and think about the combination. The pattern style is positive and energetic, starting from campus culture, precipitating campus history, combining local Hakka elements, breaking stereotypes, conveying the local culture of Ganzhou, and the unique spiritual outlook of the school, so that students can understand and recognize the school.

In terms of color, we should grasp the use of Hakka traditional colors and current popular colors, not break away from the red mainstream, and combine modern design thinking and color characteristics to create a new visual experience of the notice of Gannan Normal University, try to integrate Hakka graphic language, use graphic symbols, and create formal beauty. In terms of functionality, it achieves values such as information transmission, assistance in enrollment, collection and commemoration, aesthetics and practicality, meeting the various needs of new students. In terms of

material application and technical level, if economic conditions permit, high-tech materials and technologies can be attempted to make the admission notice more technological and full of cultural experience.

6. Conclusions

Currently, the cultural industry has experienced significant development, and design has endowed culture with higher value. Its promotional efforts should not be underestimated, especially in the design of acceptance letters for higher education institutions. Culturally creative and high-value packaging brings numerous positive effects to schools. On one hand, campus design and cultural promotion mutually influence each other. Within the context of the healthy development of the domestic design industry, creatively presenting acceptance letters with conceptual designs that showcase the historical culture and local features of the university's location positively impacts the school's future development. On the other hand, the design of acceptance letters indirectly contributes to campus culture's promotional value. Using a visual perspective to satisfy the audience's sensory experience, this visual effect strongly impacts new students' senses, enhances aesthetic value, and allows students to imagine the university before arriving. Simultaneously, it constructs university awareness while promoting the transmission of the university spirit. Utilizing more vibrant visual embellishments to promote the campus cultural atmosphere enhances the school's cohesion, increases its visibility, and helps the university establish its own brand image.

Therefore, in the process of enhancing the domestic higher education institution's brand image, the design of acceptance letters plays a crucial role. The acceptance letter represents a concrete manifestation of the school's cultural essence and has potential influences on campus culture. Each year, when major universities release acceptance letters, their designs become hot topics in the news. This attention serves as recognition for the design and confirms the outstanding communicative effect of visual elements.

In the future, the construction of university brands will continue to improve, and the design of acceptance letters will evolve with the times, adopting more diverse and innovative forms. There is a need for more visual practitioners in China to engage in practical research, explore more possibilities in university brand design, and create new channels for disseminating campus culture.

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