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"Development of a corporate style for Qilu University of Technology "

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ABSTRACT

Cultural creative product design is the product of creative display of cultural resources in modern society, and it is a product that concretizes the spiritual world. Cultural and creative products in colleges and universities are important carriers to inherit campus culture. As the product of cultural development, they play a very important role in spreading campus culture. Campus culture can be divided into humanistic culture and identifiable characteristic culture. In the design of campus cultural innovation, it is necessary to enhance the design-related details, integrate spiritual products, and show the emotional attributes of products.

The cultural and creative products developed by Qilu University of Technology have not yet achieved mass production of physical products, and the existing works on campus cannot well show the campus culture and spiritual connotation, and the innovation point is insufficient, which cannot bring good cultural influence and commercial value, resulting in low interest of teachers and students in cultural and creative products. Based on the current situation of cultural and creative products at home and abroad, combined with excellent cases, this study analyzed and explored the best design strategy of cultural and creative products of Qilu University of Technology, and completed the innovative practice of cultural and creative products of Qilu University of Technology. First of all, by analyzing the current situation of the development of

cultural and creative development on campus at home and abroad, this paper sorts out excellent cases and analyzes the innovation points and shortcomings of the development of cultural and creative development in colleges and universities. Secondly, this paper sorts out the development history of Qilu University of Technology, studies the humanistic culture and identifiable characteristic culture of Qilu University of Technology in combination with its spiritual connotation and campus culture, adopts highly identifiable elements such as landscape and architecture for design, and applies the symbols of cultural elements such as typical patterns, colors or characters of the campus into design practice to complete the design scheme of a series of cultural and creative products.

Through the development of campus cultural and creative products, the audience can feel the spiritual and cultural connotation of Qilu University of Technology, stimulate the development of cultural and creative products of Qilu University of Technology, promote the dissemination of campus cultural spirit, enhance the sense of belonging of teachers and students of Qilu University of Technology, and provide ideas for the design of university series cultural and creative products.

Keywords: Qilu University of Technology, campus culture, cultural and creative products, design, Illustration design

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INTRODUCTION

This paper is a practice of the development and design of a series of cultural and creative products for Qilu University of Technology. Through the development of campus cultural and creative products, let the audience feel the spiritual and cultural connotation of Qilu University of Technology, hair the development of Qilu University of Technology cultural and creative products, promote the dissemination of campus cultural spirit, and enhance the soft power and competitiveness of the university of Technology culture. Through the analysis of domestic and foreign excellent campus cultural and creative products, this paper sorts out the development history of Qilu University of Technology, and studies Qilu University of Technology in combination with its spiritual and cultural connotation and identifiable characteristic culture. Search literature online; Look up information, compare excellent cases for analysis; After discussion with teachers and students, the best design scheme of this study was finally obtained. The development and design of the cultural and creative products of the University of Technology can make the image of the university deeply rooted in people's hearts, can enhance the cultural identity of the university of technology, and convey the unique spiritual strength of the university of technology. With the positive development of cultural construction, the campus cultural and creative products will be more conducive to the inheritance and development of the historical and cultural essence of the university. The development and design of the cultural and creative products of the university will promote the continuous progress and development of the culture of the university, so that the cultural spirit of the university will enter and integrate into life, and the products will become richer and more interesting due to the addition of the creative elements of the campus culture, so as to spread the culture of the university. It makes the

influence of industrial university deeply rooted in people's hearts, thus enhancing⁹
the cultural soft power and competitiveness of Industrial university.

Chapter I

SUBJECT RESEARCH

1.1 Overview of university cultural creative products

Cultural creative product is the product of the creative display of modern social cultural resources, which materializes the concept of spiritual dimension Product. Reflect the designer's wisdom and inspiration in a specific industry. University cultural creative products refer to the use of products. The carrier reflects, records and disseminates various cultural phenomena on campus, and reflects the lifestyle and aesthetics of campus culture Characteristics, economic status and cultural awareness. The unique cultural characteristics of colleges and universities presented by the design of cultural creative products, It can directly reflect the material culture of campus life, affect the thoughts and emotions of campus groups, and promote the excellence of campus culture. To improve the visibility of universities and promote the innovative development of contemporary art design.

1.2 Background

With the continuous development of society, the cultural creative products of colleges and universities have become an important form to show the school culture to the world. Many universities integrate their own educational concepts, campus culture, education quality and other information into the society in combination with their brand advantages, thus enhancing their social visibility, reputation and cultural soft power. In recent years, more colleges and universities have begun to pay attention to the innovation and improvement of campus cultural products, mainly through the campus cultural and creative products such as IP image design, college landscape design to reflect the school

history, characteristics and cultural connotation, and further promote the dissemination and value of campus culture. In the outline of national development, it is clearly proposed to build a socialist cultural power. As the leader of industrial construction, cultural product economy has been mentioned to a new height and aroused wide attention. Under the leadership of the Party's policies, the economic and cultural level has been growing, the cultural industry has developed vigorously, and the market of cultural and creative products has shown a diversified development trend. Cultural and creative products are the key elements that embody the connotation, and many products are derived from them. In recent years, colleges and universities have begun to develop cultural and creative products according to their unique cultural connotations. Therefore, based on the campus cultural spirit, the cultural and creative industry, which combines the creative elements of the designer's creative consciousness with the world spiritual connotation of college culture, will become a new development direction of China's cultural and creative industry, thus driving the vigorous development of China's cultural industry.

1.3 Research status

Through the search and study of relevant literature, it is found that the current research on the design of college campus cultural creative products at home and abroad. There are many papers studied. Among them, the domestic research on the cultural and creative products of colleges and universities includes: Fan Xin's research on the cultural products of colleges and universities in new media. The inevitability of development under The Times is emphatically explained, and the creative design of campus cultural and creative products is pointed out with new media technology. And technological innovation, analyzes the new way of innovative design of university cultural and creative products under the combination of new media thinking; Zhu peng pair. The research

products of the school's cultural creativity adopt a personalized, systematic and scientific method to integrate the market demand and consumer psychology. Make creative design and planning for the school's history and culture, and combine marketing models and concepts with modern technology.

Spread campus culture, promote cultural and creative products, and enhance the social visibility of colleges and universities; Wang Yuanyuan proposed that universities should build characteristics. Image recognition system, under the characteristic image recognition system according to different needs, the direct information and indirect information. Refining and blending, designing and developing cultural and creative products; Huang Zhaohui and others pointed out that the campus cultural creative products to use the school. Garden characteristics of the cultural elements of the design expression, elaborate the emotional design elements and the importance of the combination of products, and to the campus. Cultural and creative business model to explore; Liu Zhiqiang et al. used the methods of perception analysis and weight analysis to extract the campus text. The factors are analyzed and applied to design practice. He Jingguang is applying 3D printing technology to campus cultural creation. Under study. Anqi Li analyzed the current situation and application of campus cultural creative products, and mentioned universities in different occasions. With the application of different cultural and creative products, universities are paying more attention to the development and design of cultural and creative products, he pointed out. At present, some deficiencies in the design of cultural and creative products in colleges and universities are put forward. Zang Qi starts from the point of view of semiotics, Combing cultural symbol resources, analyzing the types of cultural symbols, summarizing the application methods of cultural symbols, and finally applying them to college literature. Creative design.

There is Campus Souvenirs Design Research Based on foreign cultural and creative products. In Emotional Needs, the isomorphism principle is used to explain the interaction between emotional needs design and process. Design

campus cultural and creative products. Exploration of local culture elements and design of Culture. In creativity products, computer aided design software is used to design creative products, using rapid prototyping system software. The prototype of cultural and creative products is made, and the three-dimensional design technology is applied to the design of cultural and creative products. The Methods for Design Cultural and Creative Products from the Perspective of User Experience. Through user experience analysis, the product should establish the core cultural connotation of the product and create a complete cultural brand image. "Souvenirs: What and Why We Buy" starts from the perspective of consumers' motivation to purchase cultural and creative products. Create products for research. Research and Design Strategy of Campus Cultural and Creative. In Products, different design methods are integrated into the university through the research on the application and performance of campus cultural creative products. Garden culture innovation products.

1.4 Relevant research at home and abroad on the establishment of topic selection

Cultural and creative design in foreign universities developed earlier and generally has a relatively standardized and overall model. The types of cultural and creative products are more abundant, including school-enterprise cooperation series, cooperation series with museums, mascot-related design series and other series of cultural and creative products, which have strong identification and perfect combination of commercial value and functional value. For example, Harvard University, Massachusetts Institute of Technology and The Coop combine cultural and creative product series. As a leader in the development of campus cultural and creative products in Europe and the United States, The Coop cultural and creative gift shop has a wide variety of products, with exclusive areas for different series of clothing, school supplies and daily

necessities, flexibly and innovatively applying campus cultural symbols and colors, and transforming the school emblem. It has spawned many different creative designs. The cultural and creative products of the University of Tokyo and Ewha Womans University in South Korea are combined with the local style. The cultural and creative design style of the University of Tokyo is in line with the traditional Japanese aesthetics and the long sense of history of the university. The cultural and creative product design of Ewha Women's University in South Korea is mainly based on fashion and simplicity. However, there are also some colleges and universities of cultural and creative products have a single function, can not be a good spread of the school culture.

The domestic campus cultural creation is in the stage of development, due to the strong support of the national policy, our university cultural creation products are booming. For example, the Central Academy of Fine Arts and Lu Xun Academy of Fine Arts carry out cultural and creative design with the school celebration series. The 100th anniversary of the founding of the Central Academy of Fine Arts, the school logo is directly combined with the number 100 and the name of the Central American School; Lu Xun Academy of Fine Arts relied on the 80th anniversary of the founding of the school to hold the 80th anniversary of the "We come from Yan 'an" celebration activities, and launched the 80th anniversary logo. The "NTU Story" notebook design of the 114th anniversary of the founding of Nanjing University, the design elements include the main buildings and campus culture, reflecting the cultural connotation of Nanjing University, with rich reference value. The design elements of the commemorative square for the 110th anniversary of Tsinghua University take the recognizable elements and main buildings of Tsinghua University as carriers to show the cultural features and architectural characteristics of Tsinghua University. The cultural and creative products of domestic colleges and universities pay attention to the emotional memory and the collection value of the products themselves, and the Liwen creation of the campus architecture

department reflects the historical development of the school and the campus cultural spirit. However, most of the cultural and creative products in domestic colleges and universities appear in the school celebration series, with a low degree of development, lack of unique innovation, and fewer product types. There is no product category innovation, which can not bring good commercial value and social benefits.

1.5 Analysis on the development status of cultural and creative products in colleges and universities

With the flourishing of cultural and creative industries, the development and design of cultural and creative products are becoming more and more abundant. As an important part of cultural creative products, university cultural creative products are highly valued by universities at home and abroad. With the rapid development of cultural and creative industries in foreign countries, the cultural and creative systems of colleges and universities represented by Europe and the United States have become increasingly perfect, with mature development models and accurate positioning. Cultural and creative products of colleges and universities have brought many positive effects to colleges and universities through design, development and marketing promotion. At present, there are a wide variety of cultural and creative products in foreign universities with unique styles, most of which have independent cultural and creative product development teams and professional manufacturers. The business model adopts the combination of offline gift shops and online website sales to meet different consumer needs and purchasing habits. This business model can ensure that the university cultural innovation in the fierce market competition better play the brand effectiveness.

With the development of China's cultural and creative industries, the domestic attention to the cultural and creative in colleges and universities has

gradually increased. At present, the development level of cultural and creative products in Chinese universities is uneven, and the cultural and creative products of some well-known universities are relatively mature. For example, Tsinghua University, Peking University, Central Academy of Fine Arts and other universities have a relatively complete design and development and marketing promotion, and have formed their own unique campus cultural and creative brands. However, the development of most college campus cultural creative products is still in its infancy, and the design is not perfect. The problems mainly include:

(1) In the design of cultural and creative products, only the campus name and school emblem are used, and other elements are lacking in refining, designing and processing of other cultural elements on campus, and the cultural connotation and cultural spirit of the campus are not deeply displayed. The product content is mixed and there is a lack of connection between the products, which makes it difficult to form a series of products, and the development of cultural and creative products for important festivals such as the school anniversary.

(2) The homogenization of campus cultural and creative products is serious, the design is outdated, the production level is weak, the product quality is poor, and the market competitiveness is lack.

(3) The marketing mode of cultural and creative products in universities is backward, and consumers cannot obtain relevant information about cultural and creative products, resulting in a lack of interest and demand for them.

In order to fully embody the educational philosophy and humanistic spirit of colleges and universities, more and more colleges and universities begin to pay attention to the development and design of series of cultural and creative products, and colleges and universities at home and abroad apply their own school emblem, school motto, campus buildings and so on to the design of college cultural and creative products. As far as the current situation is

concerned, cultural and creative products in colleges and universities have broad development potential.

1.6 The purpose and significance of the study

Campus culture refers to the unique spiritual connotation and spiritual style of the school, including not only all kinds of buildings, scenery and other concrete forms, but also school history, style of learning, school motto and other abstract forms, these abstract and concrete things constitute different campus culture. The unique historical precipitation, school-running characteristics and cultural connotation of colleges and universities are all valuable wealth in the development process of colleges and universities. As an important place for cultural transmission, it influences the behavior and values of teachers and students imperceptibly. Campus cultural and creative products will carry the school spirit pursuit, humanistic value concept, as an important carrier of culture, plays an important role in "influencing" and "educating" people. Therefore, for Qilu University of Technology (hereinafter referred to as the university of Technology) series of cultural and creative product development and design practice, is a valuable and meaningful research.

The design and practice of cultural and creative products in colleges and universities can not only make teachers and students and alumni better understand the campus culture, but also carry the emotional sustenance of teachers and students and alumni. Keep pace with The Times, deepen the connotation of campus culture, and fully realize the continuous development and transcendence of campus culture. College cultural and creative products are not only the reproduction of the material life of the audience, but also the true feelings of the designer's heart. Through continuous modification and improvement, the excellent design combining practical value, spiritual value and commercial value is obtained. Designers should innovate and practice cultural

and creative products with rich connotations to meet the needs of more audiences, strengthen the connection between teachers and students and the inner world of the school, explore new ways, and strive to create design works with profound spiritual connotations. The profound connotation of cultural and creative design will greatly improve the spiritual connotation and spiritual pursuit of teachers and students. Increase the sense of cultural identity, and vigorously promote the new development of cultural and creative industry in colleges and universities. The development of cultural and creative products has spread and carried forward campus culture, enhanced the sense of belonging of teachers and students and alumni, enhanced the sense of cultural identity, and promoted the influence construction of colleges and universities. With the continuous development of cultural and creative products, campus culture can be spread more widely, and improve the visibility and social influence of colleges and universities. At the same time, some branded and large-scale campus cultural creation not only increases the brand benefit and brings commercial value, but also greatly improves the spiritual value of colleges and universities. The vigorous development of cultural and creative products will enhance the development of national creativity and cultural industry.

Summary of the chapter I

This chapter conducts background research on the content of this subject, mainly including the research background status and analysis of campus cultural and creative series design, domestic and foreign related research, research purpose and significance analysis. By analyzing the excellent cases of the development of campus cultural and creative products, the paper designs the series of campus cultural and creative products of Qilu University of Technology. The specific summary is as follows:

1. Cultural creative products are the products of the creative display of social cultural resources, which embodies the concept of spiritual products.

2. With the prosperity and development of social progress and culture, cultural creative products have become an important form of expression to show cultural connotation. For the development of college culture, cultural creative products have become an important form of expression to show their own information. Based on the campus cultural information, combined with excellent creative elements, has become a new development direction of cultural creativity, so as to better promote the development of cultural industry.

3. The cultural creative products of foreign universities developed earlier and have relatively mature development norms and overall patterns. In spite of this, there are also some cultural and creative products in colleges and universities that have a single function and cannot spread school culture well. The development of campus culture in China is relatively late, but it is also in a period of vigorous development. With the strong support of the national policy on cultural creation in China, more and more colleges and universities are designing cultural creative products. However, the degree of development is low and the unique innovation is lacking.

4. The development and design of cultural and creative products carries campus emotion, is conducive to carrying forward campus culture, enhancing cultural identity, improving the visibility of colleges and universities, advancing with The Times, and fully realizing the continuous development and transcendence of campus culture.

Chapter II

COLLECTION AND PREPARATION OF MATERIALS

2.1 Development history of Qilu University of Technology

The history of Qilu University of Technology can be traced back to the Jiaodong Industrial School established by the PLA Jiaodong Military Region in 1948, which was Shandong Light Industry College from 1978 to 2013, and was renamed Qilu University of Technology in 2013. Shandong Academy of Sciences, formerly the Shandong Branch of the Chinese Academy of Sciences, was founded in 1958 and renamed Shandong Academy of Sciences in 1979, is a public institution directly under the Shandong Provincial People's Government. In May 2017, Qilu University of Technology (Shandong Academy of Sciences) was established by the integration of Qilu University of Technology and Shandong Academy of Sciences. Qilu University of Technology is a key applied research university in Shandong Province, a comprehensive natural science research institution in Shandong Province, a high-level university of higher education in Shandong Province, a master's degree authorized unit approved by the Academic Degrees Committee of The State Council, the first batch of bachelor's degree authorized units, and a doctor's degree granting unit. The first batch of famous engineering schools with Shandong characteristics and the leading unit of "Shandong 2011 Collaborative Innovation Center", is the first

batch of national "Excellent Engineer Education and Training Plan 2.0" and "New Engineering Research and Practice Project" selected universities.

2.2 Collection of Materials

Combine the topic selection and design elements, choose the characteristic architecture and characteristic landscape of the university of Technology. For example, the library of the University of Technology(see figure2-1), the main entrance building(see figure2-2) and the toppling well pavilion are selected in combination with the spring, summer, autumn and winter seasons, so the illustration elements are mainly colored with the four seasons. The poster design elements are mainly based on the school motto(see figure2-3) and school culture, and the font design is designed with small seal style as the carrier. Pattern design refers to the traditional pattern course finishing homework(see figure2-4), plus four seasons flower design.

2.3 Research content and methods

2.3.1 Research content

(1) Based on the analysis of the existing problems in the design of campus cultural creation, the defects and deficiencies in the development of cultural and creative products are found, and the design scheme suitable for the school is

formulated in combination with the actual situation of the school. Compare the excellent cases of cultural creation and design of well-known universities at home and abroad, learn the strengths, sum up the shortcomings, and correct them one by one, optimize the design scheme, and design the campus cultural creative products with the university of technology.

(2) Investigate and analyze the development status of the existing creative products of campus cultural design, and find out the design rules and design positioning of campus cultural design. Combining with excellent cases, this paper investigates the design rules, design elements, style orientation and excellent research methods in the design and development process of campus cultural creative products, and summarizes the basic process of design and development.

2.3.2 Research Methodology

(1) Literature reading method: Through online access to information to fully search, understand the corresponding campus culture, in order to carry out accurate design positioning. Through the research of the existing literature, the data are summarized, sorted out, summarized and analyzed.

(2) Comparative research method: search relevant information online for SWOT analysis to find out the differences, summarize the shortcomings, learn excellent design elements, take advantages and find shortcomings. Combining

with the analysis of excellent cases, we can flexibly use better designs, sum up experience, and get the elements needed in the design and the best design scheme.

(3) Discussion method: Through the guidance of teachers and suggestions from classmates, we can discuss the best elements in the graduation design, so as to get the best design plan.

(4) Case analysis: The typical cases of cultural creative products in colleges and universities are analyzed, the application of relevant design elements is sorted out, the design strategy of cultural and creative products is summarized, and the development and design are carried out.

2.4 The design significance of cultural creativity of Qilu University of Technology

Qilu University of Technology has a long history and culture, with a history of engineering campus culture. As a creative product reflecting the campus culture of the university of Technology, it carries the cultural connotation of the history, culture, scientific research and other aspects of the university, and expresses the campus spirit and humanistic culture of the university, so that the teachers, students and alumni will cherish the good memories on the campus. The development and design of the cultural and creative products of the University of Technology can make the image of the university deeply rooted in people's hearts, can enhance the cultural identity of

the university of technology, and convey the unique spiritual strength of the university of technology. With the positive development of cultural construction, the campus cultural and creative products will be more conducive to the inheritance and development of the historical and cultural essence of the university. The development and design of the cultural and creative products of the university will promote the continuous progress and development of the culture of the university, so that the cultural spirit of the university will enter and integrate into life, and the products will become richer and more interesting due to the addition of the creative elements of the campus culture, so as to spread the culture of the university. It makes the influence of industrial university deeply rooted in people's hearts, thus enhancing the cultural soft power and competitiveness of Industrial university.

2.5 The innovation point of this series of campus culture creative products

(1) Deeply rooted in the fertile soil of campus culture, and further condense the spirit of campus culture through campus elements such as campus architecture and school motto. It not only involves the extraction of campus culture elements, but also mining the consumer needs of users and collecting and refining the information of campus culture, which helps to promote the dissemination of campus brand culture.

(2) Open the design level, dare to cross the boundary, combine with good IP cases, standardize the design norms and design methods of college campus culture, introduce it into the specific use process, and understand its campus culture content and user mentality according to the specific application process, so as to enhance the humanistic sense of belonging of alumni and students. It has created a good publicity channel and platform for the propaganda activities of university culture.

(3) Take root in the campus cultural life and upgrade the display experience of cultural and creative activities. In order to avoid the homogenization of education, the multi-design method of visual communication is applied to it.

(4) Based on culture, develop the image of the university and other cultural and creative categories to give it more sense of belonging and pride.

Summary of chapter II

This chapter collects and organizes the data of this research subject, including: the development history of Qilu University of Technology, design materials of cultural and creative products, research methods, the significance of this research and innovation points. The main summary is as follows:

1. Qilu University of Technology has a long history of development. In the cultural innovation design, the well-known main buildings can be designed, and the cultural elements of Qilu University of Technology can also be designed.

2. When conducting research, it is necessary to conduct research from various aspects and methods, sum up excellent cases, absorb strengths and shortcomings, and design innovative programs. Think more, study more, discuss more, compare and summarize more.

3. The research innovation of this subject is rooted in campus culture, drawing on campus cultural elements for innovative design, carrying rich cultural connotations and spreading campus culture.

Chapter III

DESIGN CREATION PROCESS

3.1 Design conception stage

At the beginning of selecting the topic, there was no good inspiration in my mind and I did not know what to draw. Therefore, there is a clear direction for online research and collection and offline collection of campus materials. First of all, find out the positioning and direction of the design, what is the theme? What's the style? After screening, a clear direction was determined. The illustrations are mainly in flat style. Because the theme is campus cultural creation, the main buildings of the campus are considered as the main objects, and the scenes are mainly composed of scenery and flowers. Next, brainstorm illustrations, considering composition, perspective, and field of view. In the initial design draft, the illustration uses the circular outline as the carrier, the middle as the main object, and the scenery is surrounded by it (see figure 3-1) . Considering that the elements that can be added and the composition form will not be durable, a new composition method has been changed. The new version of the illustration is finalized with a new composition and a novel design sense. As an important form of visual communication in modern design, illustration has been widely used in various industries with its intuitive image and beauty appeal. After experiencing the path of concretization, imagery, abstraction and development, the application of illustration in visual communication design has

many meanings: intuitive transmission of information to stimulate readers' interest in reading and enhance the persuasive power of advertising. The flat wind illustration adopted in this study removes complex structures, uses simple lines to highlight key points, and enables users to quickly understand the content.

3.2 Design results

3.2.1 Illustration design

The meaning of flat illustration is composed of the two concepts of "illustration" and "flat". Illustration is a kind of graphic design, which presents text information in a graphical visual way. At the beginning, illustration was mainly used for literary book illustration and commercial illustration design. With the development of The Times, more graphic design fields began to use illustration as the main information expression, and the new generation of designers are also keen on using illustration to express their personality and attitude. Different styles and painting techniques make illustration design rich and diverse, and the affinity of illustration itself also makes more audiences feel the charm of this art form, so the application field of illustration is more and more extensive. Flatness was originally proposed in the field of user interface design, and the core of this style is abstract, simple and symbolic. With the continuous development of mobile terminal products, flat style has become one of the most popular design styles at present, which is characterized by removing the inconvenience in design style to the greatest extent, using perspective, highlight, shadow and so on to create a close to the real three-dimensional effect and decorative effect, highlighting the information conveyed by the graphic elements themselves, and reducing the cognitive barriers of the audience. Flat

illustration refers to the application of flat style to illustration design, and the overall picture is composed of simple geometric lines and large areas of bright color blocks. Compared with realistic style illustration, flat illustration can present a clean, light and pleasant visual experience and express information more directly and accurately. This form of expression is more in line with the fast-paced life at present. On the surface, flat illustration style is a change of visual style, but in essence, it is an innovation of design thinking.

Campus buildings are the main body of the campus environment, providing teachers and students with an environment for teaching and learning. Designers integrate artistic elements in campus buildings into the design of cultural and creative products, which increases the artistic and hierarchical sense of cultural and creative products, enhances the attractiveness of cultural and creative products, greatly improves the popularity of the school, and strengthens teachers and students' sense of identity with the school. When designing campus cultural and creative products, designers can integrate the artistic elements in campus buildings into the product design, extract the valuable parts of campus culture, and make the campus cultural and creative products conform to the aesthetic concept and value pursuit of modern people.

The building complex of the university is the "facade" of the school, and it is also an important means of the image of the university. Colleges and universities always have a purpose to integrate school consciousness into campus buildings, showing a unique school spirit and will, and then acting on the construction of campus culture, college buildings to meet the needs of teachers and students daily work, study and life functions, while creating a strong cultural atmosphere, with infected teachers and students emotional atmosphere. The design of the school building is based on the characteristics of the school itself, highlighting the unique cultural interest. Different from the general commercial buildings, it does not need to be self-prominent and fashionable. The campus buildings are more elegant, stable and restrained,

which have strong cultural attributes. Therefore, how to refine the campus architecture culture is particularly important. Architectural culture can be extracted, including campus landmark buildings or some characteristic structures of buildings. These architectural cultural elements can be cleverly applied to cultural and creative design in a variety of design forms. For example, Tsinghua University takes its representative buildings such as the second school Gate, the Tsinghua School, the auditorium, and the I-Hall as the "Tsinghua Impression" series of literary and creative works designed by refining the cultural elements of campus architecture. To a certain extent, campus buildings form the outer layer of the connotation of campus culture from both micro and macro perspectives, which releases the level and level of campus culture to a large extent, and can reshape the ideological consciousness of teachers and students. It is constantly in dialogue and communication with the subject, in the process of communication with the subject, form and appearance are its only language. In almost a single narrow channel, how can it affect the campus culture, what is the internal mechanism of its impact on campus culture, and how to promote the impact of campus architecture on campus culture to a deeper level are the problems that the current campus architecture and builders need to solve.

Dig deep into the artistic elements of campus buildings, and attract people's attention with unique design concepts. Campus cultural and creative products have both cultural benefits, social benefits and economic benefits, showing the overall style and value concept of the campus. Enrich product categories and forms, improve the practical function of campus architectural cultural and creative products. Cultural and creative products are cultural and creative goods. In the design process, innovative thinking should be adhered to, and the original cultural resources on campus should be transformed. Designers can dig deep into the artistic elements of campus buildings and present them in a way that is interesting, cultural and fashionable. Make the campus cultural and creative

products in the same type of products can stand out. According to this, the artistic elements in campus buildings can be recreated and optimized in combination with the current situation of the school and people's aesthetic needs, and can be designed into small night lights in the shape of campus buildings, hand-made and LEGO products, making campus architectural cultural and creative products more attractive. To sum up, the campus architecture contains very rich artistic elements, which can be explored, analyzed and excavated, so as to be applied in the design of cultural and creative products, increase the artistic form and cultural connotation of campus cultural and creative products, and thus improve the social influence of campus cultural and creative products.

Through further thinking, analysis, extraction and conversion of the theme elements of the university of Technology into recognizable element symbols, the university of Technology's cultural and creative design was attempted, and four illustrations were designed (see figure3-2). The campus landscape illustration design, starting from the teachers and students' feelings towards the campus environment, selects the buildings in the deepest memory of teachers and students as the main object of illustration, and then combines with the scenery of the four times to fully demonstrate the rich humanistic culture and identifiable characteristic culture of the university of Technology. The illustration of Spring is designed with the library of the University of Technology as the main object and the peach blossoms in spring on the campus, and the overall color is the vibrant pink of spring.

Students will come to the library when they study and consult information, and the library has become one of the landmark landscape buildings of the university of Technology. The composition is a combination of long distance and near scenery, and the vitality of spring and Jingming seems to emerge in front of you. Xia's illustration takes the toppling well pavilion near the south gate of the University of Technology as the main object, and lilies as the

ornament, a fresh and bright feeling arises spontaneously. The illustration of Autumn takes the main gate building of the University of Technology as the main object. Yellow maple leaves mixed with ochre oak leaves, all the way to the horizon. The illustration of winter takes the office building as the main object, plus the elements of plum blossom. Bao Jianfeng from sharpening out, plum blossom fragrance from the bitter cold. In order to encourage the teachers and students of the university of technology at any time to work hard, not afraid of difficulties. The composition of this series of illustrations pays attention to balance and hierarchy. Each element is drawn together organically, using pink, green, orange and blue, etc. Through line and color matching, the characteristics and beauty of each element are shown. This series of illustrations can well show the unique architectural style of the university of Technology, deepen people's impression of the university, transform the spirit into the material display, and have good collection value. At the same time, this illustration design can let the reader see the emotion from the scene, the meaning of the text.

3.2.2 Poster design

School motto is the soul of a school, it is a high condensation of the purpose of running a school and the spiritual connotation of the university, is the embodiment of the atmosphere, culture and atmosphere of the university, and is also an important content of the construction of campus culture and cultural spirit. At the same time, it is also a spiritual symbol facing the outside world, and has a certain publicity role in the construction of school brand. To some extent, the school motto of some colleges and universities also shows the history of the school, which contains more abundant cultural information. As the most common symbol of campus cultural creation, the school motto is usually directly applied to various cultural and creative carriers as an independent cultural element, and sometimes it is combined and arranged in different forms with the

school emblem element for design practice, but the form is relatively simple. Similarly, the school motto needs to pay attention to certain normative requirements when it is extracted and applied as a cultural element. But compared with the school emblem, the application of the school motto is more flexible. Usually, the school motto is composed of several concise words or short sentences, but a few words cover profound culture. Through analyzing the short words, we can further understand the cultural connotation conveyed behind the school motto, so as to make it more vivid and direct in the public vision.

Many excellent font poster design cases and campus culture of the university of Technology were sorted out and summarized, and the cultural elements, design colors and design techniques needed were analyzed to provide guidance for the design of the cultural and creative poster of the university of Technology. The school motto is the basic code of conduct and moral code that our teachers and students abide by, which is not only a reflection of the school's running philosophy and governance spirit, but also an important content of campus culture construction. The poster design(see figure3-3) is based on the school motto of the University of Technology. The motto of the university of Technology is "Mingde, inspirational, Chongshi, still able". Virtue: the recognition, practice and display of virtue. Inspirational: It means to have lofty ideals, establish the ambition of engaging in their own love, hone their will in study, life and work, and encourage themselves to achieve life goals; Chongshi: Seek truth from facts and pursue truth. Still can advocate that people should love and pay attention to learning. Small seal style is a national unified writing form in the Qin Dynasty. It has a long history, beautiful font, and can be added and bent at will. It has always been favored by literati and Moshi. The font design of this series of posters is combined with the school motto of the University of Technology and the small seal font. The font of the school motto series uses the small seal font as the carrier to break the shackles of the traditional seal font.

Uniform spatial distribution and symmetry are the unique charm of this font. Based on a unique typesetting method, the background adopts geometric plane elements, including the definition of the school motto, and adopts the color matching with the illustration. The "Mingde" and "inspirational" posters combine the strokes of two characters to design a diagonal composition structure. The "Chongshi" poster connects the two characters with one stroke and one stroke, and adopts the Chinese composition, which has a unique structural beauty. Left and right composition in the "Shangneng" poster. The overall design of the font is mainly square and echoes the geometric elements in the background figure. The stroke lines are rounded. The lines are symmetrical and the strokes are uniform regardless of the length of the stipend. The motto of the school in the poster is a guiding light on the way forward, encouraging the teachers and students of the university of Technology to stand firm over time, carry on the past and continue the chapter, so that the majority of teachers and students no matter where they are, they have a deep feeling of the school motto.

The university spirit is a unique cultural gene of a university and a spiritual belief that is inherited and maintained inside and outside the university. "Innovation, pragmatism, unity, but true" as the motto of the university of technology has a multi-faceted connotation: keep the good out of the new, old and new. Pragmatic has the meaning of seeking truth and seeking truth, refers to all from the reality, adhere to a solid, practical style, at the same time, also refers to the university of Technology (Science and Technology Institute) people have a simple and honest, good quality of hard work. Adhere to the truth, explore the truth, work seriously. That is, on the basis of respecting objective laws, basing on the reality of the school (hospital), striving to promote the development of the school (hospital) to make practical decisions, seek results, and further promote the reform of the integration of science and education. To unite in pursuit of a common ideal or task. Gathering Yang can produce flame, and gathering fingers can form fists. The development of the school (college) requires the joint efforts

of all teachers and students and staff, the need for everyone to work together, unite and struggle, and the need to gather the wisdom and strength of every teacher and staff. The font design of this series of posters (see figure3-4) combines the spirit of the university of Technology and the seal character. In the innovative design, it is different from the square structure of the "school motto" series posters. This series of posters is rounded, full font, rigorous sense of form, careful round characters, soft lines are not abrupt. The background adopts simple geometric elements, and the text interprets the spirit of the school. "Pragmatic", "unity" and "innovation" also form new structures according to the characteristics of their respective strokes. The composition is roughly the same as the posters of the "School Motto" series.

3.2.3 Pattern design

Square continuous pattern refers to the pattern produced by repeated continuous circulation of a unit pattern in four directions up and down. Overlapping square continuous pattern is a form in which many different patterns are overlapped in unit pattern. Traditional patterns are aesthetic symbols created by the Chinese nation from life experience and perception. Looking at the history of pattern development, there are not only patterns born in myths and legends and folk proverbs, but also animal patterns, plant patterns and utensils patterns that represent different emotions and humanistic connotations. These patterns are not limited by specific images in modeling. It often reflects the artistic beauty of abstract forms, as well as the simple and sincere humanistic beliefs and ideas of people in different historical backgrounds, and the combination of the creative techniques such as symbols, homophonic meanings,

and auspicious characters with auspicious meanings has also formed people's auspicious concepts since ancient times. The Spring couplets at the door, the window flowers on the glass, the double happiness pattern of "Dragon and Phoenix Chengxiang" affixed to the mirror at the wedding time, the small decoration on the cups and bowls... The traditional patterns of good wishes can be seen everywhere in life.

With the development of science and technology and the exchange of culture, traditional patterns have been interpreted and applied in modern times. Many artists and designers combine traditional patterns with modern design concepts to create works that not only have Oriental charm but also conform to modern aesthetics. In fact, some of the "patterns" that modern people like to see have more or less absorbed some characteristics of patterns, such as the abstract use of figurative themes, symmetrical and balanced composition techniques, and orderly decorative characteristics in complexity and chaos, reflecting the aesthetic gene flowing in the blood of the Chinese nation. With the rise of culture, traditional patterns are also widely used in fashion clothing, home decoration, art design and other fields, and the way of modern art to translate traditional culture is more and more broad.

This work (see figure3-5)is completed by referring to the traditional pattern course of the first year. The overall structure adopts four continuous patterns, uniform rhythm, unified rhythm, and strong sense of integration. In the middle is the engineering university emblem element. The border adopts traditional

Chinese border, which contains rich cultural significance and aesthetic value. The second layer is composed of two continuous patterns of honeysuckle grain to achieve a harmonious and unified effect. The third layer adopts four continuous fish pattern, peach blossom pattern, lily pattern, ginkgo leaf pattern and plum blossom pattern to design, which caters to the design of the four times landscape of cultural creation.

3.2.4 IP image design

IP image design is an important brand strategy and marketing tool, which is increasingly valued in today's business world. IP can be interpreted as "Intellectual Property" or "Image and Personality". The goal of IP image design is to create a virtual or physical image with specific image and characteristics. Used to represent a company, brand, product, service, or individual. Now many companies will also choose to express through a virtual character or animal, like Baidu's bear, Tencent's goose, etc., are more successful IP image design. Such IP identity design can build emotional connections, improve recognition and promote brand loyalty. Campus IP image as a product of concrete, first, in the campus visual identity system, it is more common around the campus logo related to the standard shape, standard word and standard color and other related content. The design of campus IP image based on the content of campus cultural background, as a new visual content, can enrich the differentiated content of campus image identification system and make campus identification more

diversified. The campus IP image exists like the spokesperson of the campus image, which can better serve the transmission of the campus school-running concept, the publicity of the school and the visibility of the school. Second, the campus IP image has a stronger visual tension. At present, the design of campus IP images mostly adopts cartoonish and anthropomorphic design processing methods. The cordial external image and the injection of personified internal attributes can promote students to spontaneously have a high sense of identity and emotional resonance for such IP images. Third, the extension of campus IP image is rich in content and wide in use. Vivid and cute cartoon images can be heavyweight guests in campus activities, spokespersons for campus propaganda materials, interesting emoticons on online social platforms, and offline campus cultural and creative peripheral products. Campus IP image can appear in every corner of the campus. A good IP image design not only enables the development of campus culture, but also provides the communication and interaction between the audience and campus culture. Fourth, the rich extended content of campus IP image design can be converted into stable income under certain management and operation

Qilu University of Technology cartoon image, modeling design flat style, the overall design of novel, fresh image, with a strong affinity, strong sense of design. Fully show the cartoon image of Qilu University of Technology. The core idea is to design the student body image, which helps to improve the influence and popularity of the campus. Cross-dressing design for the cartoon

image, color matching combined with the overall design, adding a series of cute elements and campus cat and dog elements to create a cheerful and lively cartoon image of a little girl.

Campus cultural image design is a display platform for the history, present and future image of the school, as well as a bearing platform for school administrative affairs, teaching management, life and entertainment. The design of campus IP image is based on the characteristics of contemporary cultural communication and meets the emotional needs of teachers, students and the public. It is not only a symbol of the school, but also can more effectively promote the development and publicity of college campus culture and enhance the competitiveness of the school. Based on a specific methodology, the author's creative development of campus IP image will be more smooth. In the design of campus IP image, designers need to follow the basic principles of IP image design, make a clear positioning of the image selection, and rely on teachers, students and the public to refine and redesign the familiar elements of school culture and environment, so as to satisfy the modern aesthetic and give the image a personal emotional quality. Finally, it can better serve the cultural output of campus IP image.

3.2.5 Cultural and creative peripheral design

See appendix Fig(3-7).

3.3 Contemporary and forward-looking creative design of creative thinking

The use of students' emotional resonance and the subject consciousness of the target audience can mobilize creativity more efficiently, and then create a good brand of campus culture and innovative products. By stimulating the positive emotions of the target audience, negative emotions can be reduced, while the influence of positive emotions can be expanded, and people's subjective or tendentious reactions can be stimulated. With the coexistence of classic traditions, we will design interactive trend products around the characteristics of campus cultural symbols. In the design process, we will make full use of the current social hot topics, dig out their unique value, and provide students with a richer learning experience. At the same time, the spirit of Qilu University of Technology will be inherited and carried forward. Advancing with The Times and independent development coexist, the research and development of campus cultural and creative products in colleges and universities extracts the most useful elements from the details of campus life, and expresses the ideology of the school through visual image design, so as to create usable campus cultural products, which require a strong sense of The Times, practicality and aesthetics. At the same time, it has international aesthetic norms in the form of artistic

expression (digital, intelligent campus cultural creation, trend combination set, personalized customized service development).

Summary of the chapter III

This chapter summarizes the design of the subject, the main contents are as follows:

1. Carry out different design forms.
2. Pay attention to the overall harmony of the colors.
3. Search for information in all fields, more comparisons, more summarizations.
4. Pay attention to summarizing excellent cases for design .
5. It is necessary to carry out an overall design and formulate an appropriate design plan.
6. When designing illustrations and posters, pay attention to perspective color matching composition and other related issues.
7. Analyze specific problems in detail.
8. Make a plan and stick to it.
9. Cultural and creative products should conform to the brand and design of materials.

GENERAL CONCLUSION

After several months of hard work, my graduation design is nearing the end, recalling the whole process of graduation design, facing difficulties and enjoying it! Through doing the graduation project, I found that not only the knowledge I had learned in the past four years was tested, but also under the guidance of my mentor and the help of my friends, I improved my ability and seriously created the works I was interested in. No matter how big the difficulty is, as long as you observe and think carefully, it will eventually be solved. My tutor gave me great help in the stages of confirming topic selection, drawing draft, mid-term inspection and finalization, which helped me deepen my understanding of what I have learned.

Graduation project is a process of constantly revising, constantly searching for information, constantly innovating and summing up experience. Before doing this graduation project, my knowledge and understanding of the school only stayed in the place where I have studied and lived for four years. When I made an in-depth study of the school, I was deeply shocked by the long history of running the school and the campus culture. The teaching and research force is strong, the collection resources are rich, and a group of outstanding talents have been cultivated for the society. The purpose of this graduation project is to remind me not only of my college life in a simple sentence, but also of the

campus culture and colorful college life. Finally, I wish we can have endless love, such as bright stars, such as wind freedom.

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APPENDIX



Figure 2-1 University of Technology library



Figure 2-2 Construction of the main entrance of the industrial university



Figure 2-3 The motto of the Engineering University



Figure 2-4 "Traditional pattern" course end homework



Figure 3-1 First draft



Figure 3-2 inset



Figure 3-3,3-4 placard



Figure 3-5 Traditional pattern design



Figure 3-6 IP image design



Figure 3-7 Cultural and creative peripheral design



Figure 3-7 Cultural and creative peripheral design



Figure 3- Cultural and creative peripheral design



Figure 3-7 Cultural and creative peripheral design