

# Research on the Visual Expression of Campus Culture and the Design of Cultural and Creative Products: A Case Study of the Design of Campus Cultural and Creative Products from the Perspective of Education Management

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## ABSTRACT

With the continuous development of cultural and creative industries, campus literature creation is an important branch that plays an indispensable role in promoting the construction of the campus cultural economy, promoting the development of the local tourism economy, and improving social and aesthetic education. However, as more colleges and universities have recently rushed to enter the cultural and creative market, campus cultural and innovative products have become a bottleneck period. The problems mainly manifest as serious product homogeneity, the same visual expression form, the imbalance between functionality and commemorative, and the need for systematic planning consciousness. These problems have become critical internal reasons hindering the development of campus cultural and creative products. At the same time, the development of the consumer market has also put forward higher requirements for the artistic aesthetic, use function, cultural connotation, and emotional needs of products. Under the double attack of both inside and outside, how should the campus cultural innovation change? This is a problem that we should think deeply about and study.

**Keywords:** Campus Cultural, Creative Products, Construction Mode, Visual Performance.

## INTRODUCTION

As a spiritual force, culture is transformed into a material force in the process of human progress and development, demonstrating a country's comprehensive competitiveness and cultural soft power at present, carrying the development of material and non-material civilizations, having a profound impact on social development, and promoting the progress and development of society (Valantinaitė, Sederevičiūtė-Pačiauskienė, & Žilinskaitė-Vytė, 2020). The more time moves forward, the more prominent the importance of culture becomes, and it is an essential trend of today's social development to carry forward the power of culture, show its charm, and convey cultural values. It is also a new direction of market economy competition (Boonpracha, 2022). In the 19th National Congress report, General Secretary Xi pointed out the development path of "strengthening cultural self-confidence and promoting the prosperity of socialist culture".

The document series marked the overall layout of the country's cultural and creative industries at the high level of socialist culture. Therefore, campus cultural and innovative products based on campus culture, as a branch of the cultural and creative industry, carry the way of campus culture and education (X. Wang, 2023). The advantages of integrating art and science in campus culture and creativity, as well as the visual exploration and experience of products, are becoming an important new direction for developing China's cultural and creative industries.

The campus is essential for integrating the inheritance, dissemination, and innovation of emerging cultural development and excellent traditional culture. Cultural and creative products built with campus culture can better spread the spirit of campus culture and create campus brand influence through multi-angle, multi-type, and multi-level

construction modes combined with exquisitely conceived design. Campus cultural creativity is the carrier of campus cultural communication and the medium of materialized expression to develop campus cultural and economic construction, improve cultural soft power, and enhance cultural self-confidence.

The design of campus cultural and creative products of Meizang Art Store is based on the actual project background, relying on the campus culture as the design basis, covering the campus's unique spiritual culture, material behavior culture characteristic education culture, and other multiple cultures, with a rich cultural research background. Based on the diversity of culture, the author pays attention to the construction mode of campus cultural and creative brands. The author's research content is the visual expression of campus culture in products to explore the expression of the graphic design language in different cultural characteristics and shape the campus cultural and creative products of Meizang Art Store.

## OVERVIEW OF RESEARCH ON CAMPUS CULTURE AND CAMPUS CULTURAL AND CREATIVE PRODUCTS

### Definition of Campus Culture

As a unique cultural form in social culture, campus culture occupies a vital role in environmental education. A good campus culture is conducive to cultivating the ability to create beauty and improving aesthetic appreciation to a certain extent. From the perspective of social and cultural construction, it conveys aesthetic education. Campus culture is mainly composed of major cultural elements such as spiritual culture, behavioral culture, system and environmental culture, and the content of different campus cultural systems is one of the essential reasons for the development of social and cultural diversity and the unique campus culture is a crucial resource for local economic development and plays a role in promoting regional economic growth, as shown in **Table 1**.

**Table 1.** Interpretation of National Policies and Contents Related to Cultural and Creative Industries

Outline planning	Content interpretation
The 8th Five-Year Plan	We will further develop the creation and performance activities in the fields of literature, radio, television, film, music, dance, fine arts, drama, and folk arts.
The 9th Five-Year Plan	Promote the coordination of cultural undertakings with economic development, and adjust and optimize the structure of cultural industries.
The 10th Five-Year Plan	Improve cultural industry policies, strengthen the construction and management of cultural markets, and promote the development of relevant cultural industries.
The 11th Five-Year Plan	Actively develop cultural undertakings and cultural industries, and create more and better cultural products that meet the needs of the people.
The 12th Five-Year Plan	Promote cultural innovation. Promote the cultural industry to become a pillar industry of the national economy, and enhance the overall strength and competitiveness of the cultural industry.
The 13th Five-Year Plan	Promote the innovation of cultural formats, and vigorously develop innovative cultural industries.
The 14th Five-Year Plan	Implement the digital strategy of the cultural industry, and accelerate the development of new cultural enterprises, cultural formats and online performance.

Wang Jisheng classified it as the core spiritual culture, essential material culture, and institutional culture in Modern University Culture. Wang Jianjun regards campus culture as a multi-dimensional system structure and divides campus culture into five structural systems: 1. Campus teachers and students as the main structure, 2. Campus cultural activities are the psychological structure of emotional and rational cultures; 3. Campus landscape architecture and spiritual system as the content structure; 4. School spirit, campus spirit, and psychological atmosphere constitute the explicit and implicit structure; 5. Popular culture and elegant culture on the campus constitute the hierarchical structure of campus culture. Based on Cheng Enfu's proposal that "cultural resources are the sum of resources used in artistic production or cultural activities, Zhou Changyi divides culture into spiritual and material culture in form. Campus culture is defined as a unique culture of organic interaction jointly constructed by the

school and outside the school, with students as the main body, the campus concept as the core, and the campus as the activity space. Scholar Liu Guanbo believes that campus culture is a concentrated embodiment of campus cultural resources, mainly composed of campus activities, Xi life, education, and other aspects, including multiple dimensions such as school hardware and software and based on the above definition of campus culture, combined with the research content of this paper. Campus culture is defined as the spiritual culture composed of abstract concepts such as school spirit, school motto, and campus image; the behavioral culture composed of campus activities, campus organizations, and unique behavioral patterns; the material culture composed of visual elements such as campus architecture, artificial landscape, and material landscape, the characteristic educational culture built by campus resources and discipline characteristics, and the regional culture of the region, which are specifically classified as shown in **Figure 1**.

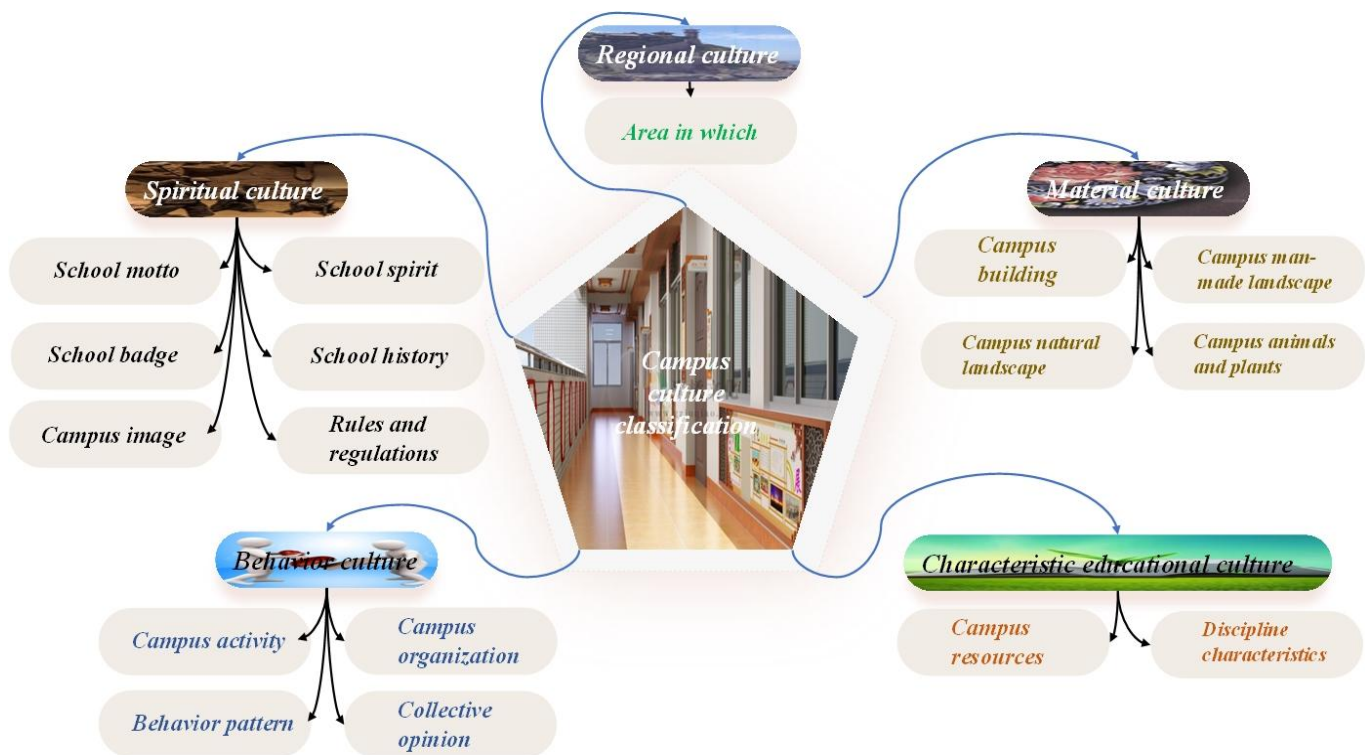


Figure 1. Campus Culture Classification Model

### Concept of Campus Cultural and Creative Products

The concept of "cultural and creative industries" originated in the United Kingdom in 1997. After continuous evolution, its concept has been gradually clarified, referring to the development and application of design skills and culture from the creative integration of Huzi, which creates wealth and promotes the economy. In "The Attributes and Characteristics of Cultural and Creative Products", Wei Pengju mentioned that "cultural and creative products, as any product or combination of products produced in the cultural and creative industry, contain two interdependent parts, namely cultural and creative content and hardware carriers. Campus cultural creativity and cultural and creative products are in the same line, relying on the unique cultural connotation of the campus as the root, integrating creative ideas, and producing particular goods and services that align with the spirit of campus culture and can spread campus culture. As a materialized form of culture, its unique campus culture, regionality, creativity, and emotion differ from the conventional concept of cultural and creative products based on economy and functionality. Among them, campus culture is the core competitiveness, and campus characteristic culture is the guiding direction of product creative design. Excellent campus cultural and creative products can not only show the cultural background of the school and the characteristics of the times but also convey the unique

culture of the campus while meeting the market consumption demand (Hamid, 2017).

### Characteristics of Campus Cultural and Creative Products

Therefore, based on the characteristics of campus culture, the special features of campus cultural and creative products that are different from conventional cultural and creative products can be summarized into the following three aspects: High aesthetics. Due to the discipline construction and educational characteristics of campus culture, campus cultural and creative products have higher professional aesthetics. Second, the particularity of category construction. The target consumer groups of campus cultural creativity are mostly teachers, students and tourists, and most of the product demand is office Xi supplies and souvenirs. Secondly, the particularity of campus humanistic activities. For example, the opening season, graduation season, designated activities, special customized products with clear consumer groups and their emotional needs, and homoepathic birth (Deng, Zhou, & Zhang, 2022). Innovation: As an important place for the alternation of old and new cultures, the campus has also promoted the change and development of innovative forms of expression and functional attributes of products, as shown in Figure 2.

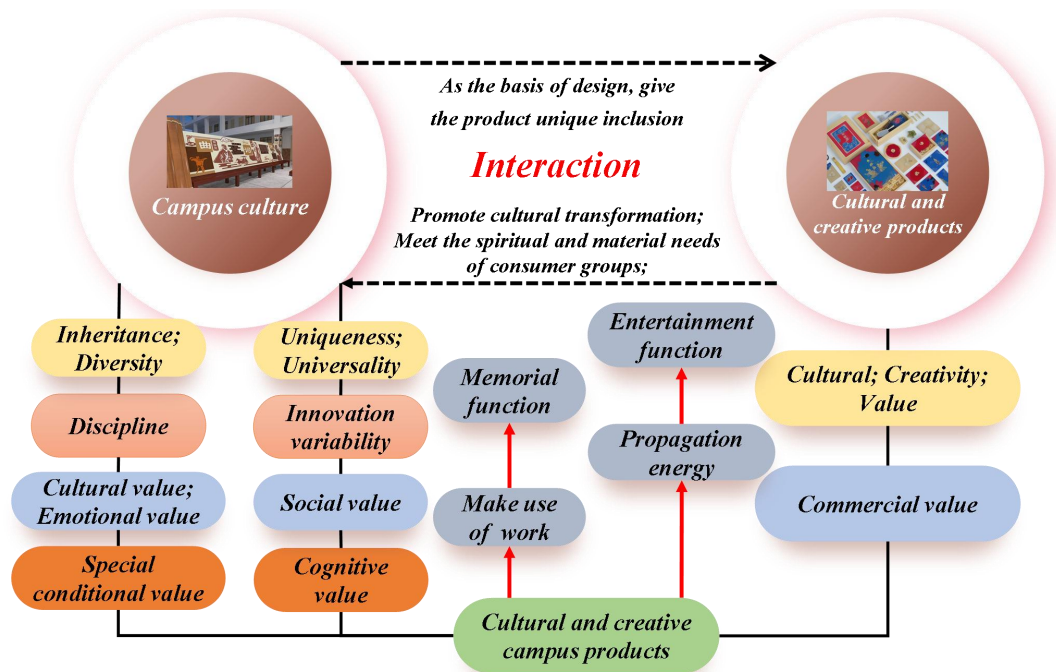


Figure 2. Characteristics of Campus Culture and Creativity

## CONSTRUCTION MODEL AND DESIGN STRATEGY OF CAMPUS CULTURAL AND CREATIVE PRODUCTS IN ART STORES

### Analysis of the Current Situation of Campus Cultural and Creative Products

The original campus cultural and creative products were investigated on the spot, and the advantages and disadvantages of campus resources were sorted out, as shown in Table 2, and the existing problems were sorted out: Product category, function, and form are single, only

relatively simple books and Xi supplies and a single life clothing, other categories have not been developed, to a certain extent, cannot meet the needs of various consumer groups. There is a serious lack of transformation of campus elements, and it is just a simple cultural and creative product design, which weakens the campus image to a certain extent. In terms of the cultural expression of the product, it is only a simple re-paste and element replacement, which cannot arouse the emotional resonance of teachers and students on the campus culture, and cannot meet the additional functional requirements of the product for the off-campus personnel.

Table 2. Advantages of Campus Teaching Resources

"Cultural Creativity and Brand Derivation" course	
Theoretical support Practice base	Course name
	Introduction to Design Research Methods
	Selected Readings of Design Classics
	Visual Communication & Communication Design
	Fundamentals of Semiotics and Graphic Design
	Cultural and creative digital design
	Green Design & Sustainability

The reasons for the existing problems are sorted out from the following three aspects: lack of product research and development, product follow-up sales, and marketing service planning from the brand perspective. Under the influence of the current market environment, culture has further become the central competitiveness, and the essential thing in the process of cultural image organization is the brand construction of products, such as "THE COOP", "Dunpin", and other systems with a brand cultural image. The excavation of campus culture is not deep enough. The most significant difference between campus cultural

creativity and material functional products lies in the uniqueness of its culture. The product lacks innovation and functional development. Campus cultural and creative products are based on the combination of culture and creativity, and with the changing needs of the consumer market, the products are further diversifying based on cultural connotation, which is the status quo we cannot avoid (Pryshchenko, 2021). Therefore, the innovation of products and the new integration of functions should change with the self-development of consumption, as shown in Figure 3.



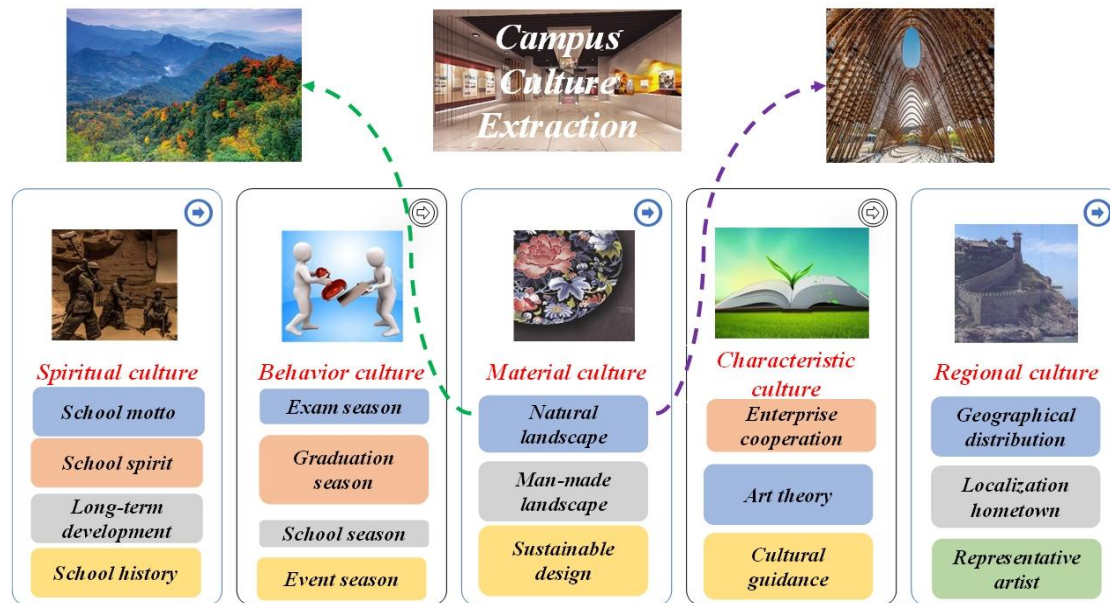


Figure 3. Extraction of Campus Culture

### Brand Building Strategy for Art Stores

Products and brands complement each other as a whole and are manifested in the market as a process of "giving birth to products, creating brands, and promoting publicity" (Xu & Zheng, 2022). The campus brand establishes an image through excellent campus cultural and creative products composed of existing campus cultural resources. Therefore, it should be based on practical factors and gradually develop and form a brand development model with campus cultural characteristics.

Based on the research on the cultural and creative value

of the campus in the first chapter of the previous article, the value of the campus's artistic and innovative products is divided into helping the construction and dissemination of campus culture. We are promoting the cultural and emotional identity of teachers and students, promoting the development of the artistic and creative industry, building a platform to display teaching achievements, and promoting the dissemination of social and aesthetic education. Form a unique economic, social, and educational tripartite sustainable development and promote local economic development (Table 3).

Table 3. Category Construction Table of Campus Cultural and Creative Products

Category construction of campus cultural and creative products	
Clothing and clothing	Blouses, tights, hats, ties, cufflinks, scarves, ribbons, scarves, accessories, gloves, brooches
Living at home	Cups, coasters, cutlery, fridge magnets, pillows, umbrellas, lamps, cushions, storage boxes
Mobility supplies	Card covers, pillows, bags, canvas bags, backpacks, shoulder bags, coin purses, storage bags
Electronic accessories	USB flash drives, earphone cases, phone cases, mouse pads, data cable collectors
Culture, sports and entertainment	Rackets, jerseys, sportswear, knee pads, wrist pads, puzzle educational toys, IP dolls, dolls
Learn to Xi office	Fountain pens, pencils, erasers, bookmarks, book stands, rulers, folders, notebooks, stickers, tapes, envelopes, greeting cards, stickers, post-it notes, pen holders, calendars, sketchbooks, loose-leaf books, desk calendars, stationery, roller ballpoint pens, ballpoint pens, brushes, folders, pencil cases
Commemorative Collection	Sculptures, calligraphy, paintings, porcelain, badges, ornaments, postcards

With the support of campus resources, the Meizang Art Store has the advantages of openness and integration of academic platform + business platform, art resources + design resources, media interaction + offline sales, independent development + diversified cooperation (Liang & Qi, 2021). The product R&D model has been expanded from a single independent R&D to independent R&D, art licensing, joint development, OEM co-branding, academic research, promotion mode, technology introduction, and subsequent joint venture independent diversified development model. Professional knowledge protection for the protection of original design concepts and design language, from copyright, property rights, rights protection, and all-around

supervision of the integrated process. With the dynamic values of continuous development of market value, the development of all categories and all categories of products to meet the needs of different consumer groups is mainly divided into eight categories: art resources, design resources, museums/art galleries, cultural education, cultural tourism, living space, trendy toys, and virtual products. Product functional attributes are divided into nine categories: daily necessities, beauty, home life, clothing, office supplies, leisure and entertainment, commemorative collections, printing, food, and beverages. All product sales channels: online and offline linkage, including but not limited to offline: physical retail, channel supply, online: micro store, platform

sales, portal website, and live streaming—all-around marketing model. We use media, academic exchanges, PARTY, brand promotion, core explosive products, and other promotion methods—phased planning of brand development. With brand building (creation, generation, expansion, and maintenance), the campus culture of

recessive genes is excavated in stages, and the dominant genes of the manifestations of campus culture are innovated and expanded. The system is integrated and sorted out, endowed with the connotation of campus cultural brand, and the campus brand culture system with evident characteristics is constructed, as shown in Figure 4.

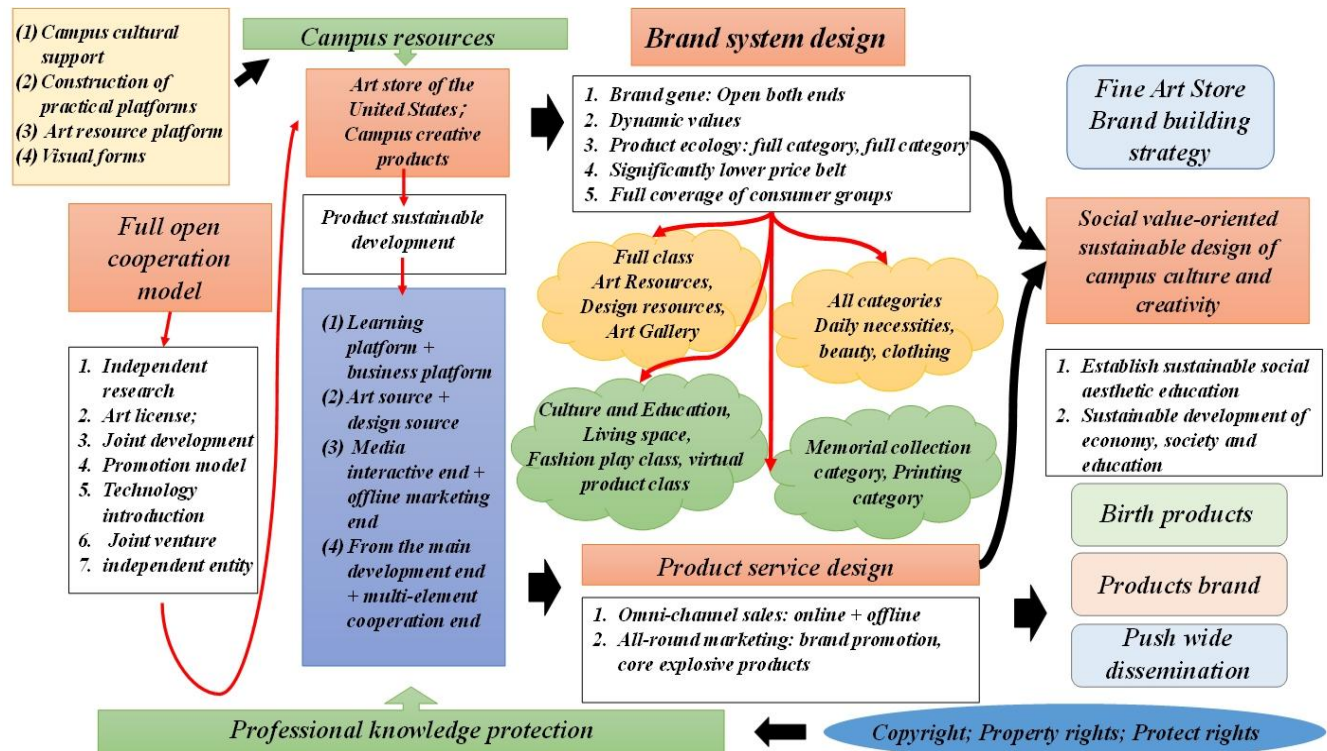


Figure 4. Brand Building Strategy of the Mizo Art Store

### Design Principles for Campus Cultural and Creative Products in Art Stores

Due to the openness of the campus, the consumer group includes teachers, students, and the public—people from all walks of life, from infants to middle-aged and older adults; different consumer groups' cultural and emotional needs are different for various age levels. Social psychology research

has shown that individuals form social groups through shared goals and motivations. The values and social norms groups accept have specific cultural characteristics that can promote individual acceptance and absorption. Therefore, the psychological role of consumer group culture should be considered in the design so that the consumer can perceive the values of group culture when using the product to arouse emotional resonance, as shown in Table 4.

Table 4. Attributes of Consumer Groups

Current students	Faculty and staff in the school	Social	Alumni who have graduated	Examinee
(1) No income/low income, price demand is more down-to-earth (2) The number of consumer groups is large (3) Large purchase quantity (4) The pursuit of market aesthetics, product requirements for fashion personality, the pursuit of creative products (5) Easy to consume impulsively	(1) Fixed economic income with savings and strong purchasing power (2) The quantity and frequency of purchase are low (3) Pay attention to the practicability of product functions (4) The pursuit of good quality and low price (5) It belongs to rational consumption	(1) Excellent economic foundation, high consumption level and high purchasing power (2) It is easy to stimulate the desire to buy (3) Most of them are single consumption (4) The purpose is planned, pay attention to the commemorative nature of the product, and contain the campus culture and functionality	(1) Relative income is stable but the level is uneven, and consumption is planned (2) Pursue product culture, connotation and recognize the intrinsic value of products (3) Products with collectable value are more attractive	(1) No income/low income, price demand is more down-to-earth (2) The number of consumer groups is large (3) Large purchase quantity (4) The pursuit of market aesthetics, product requirements for fashion personality, the pursuit of creative products

The questionnaire was conducted on the consumer groups in the market, so as to analyze and summarize the consumer groups at all levels and their needs, the questionnaire was carried out from the basic personal

information, product awareness, product demand, and product characteristics, and a total of 312 questionnaires were issued, and 297 valid questionnaires were issued, with an effective rate of 95%. The specific data collation is shown in Figure 5.

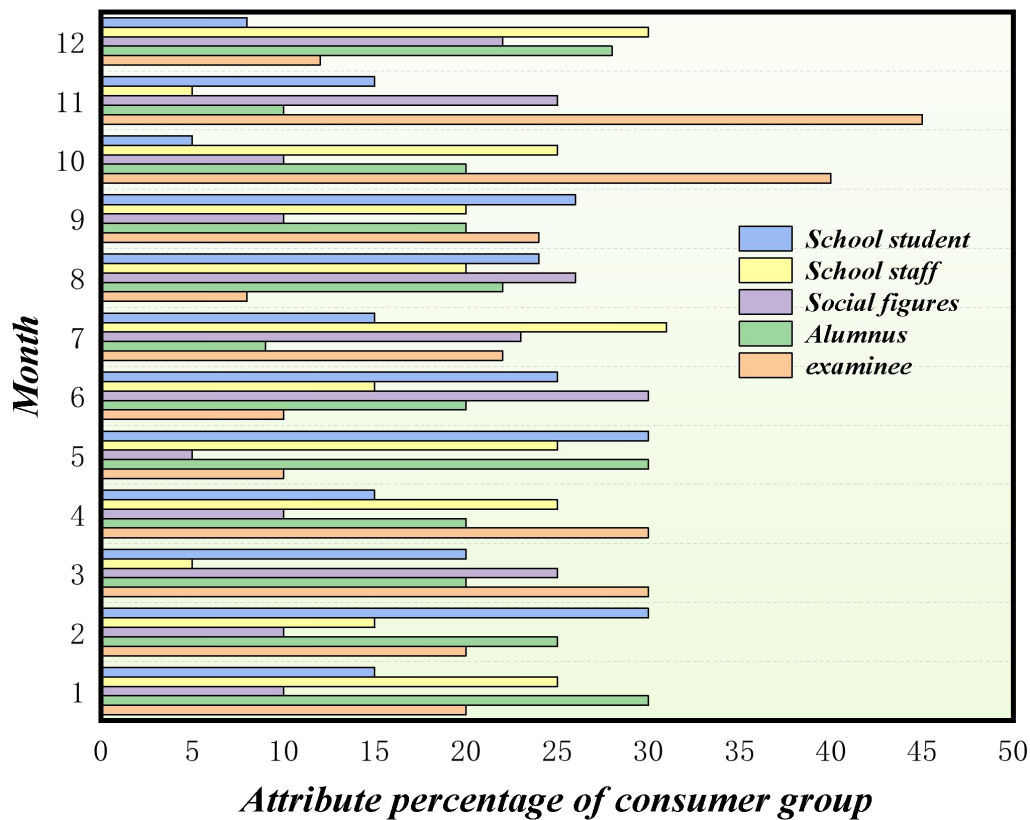


Figure 5. Survey of Consumer Groups in American Art Stores

According to the analysis of the survey data, it can be found that: 1. Consumption is more concentrated in October-December; 2. Candidates account for the largest proportion of the entire consumer group; 3. Most consumers are more willing to buy innovative, aesthetic and functional products; 4. Consumers pay more attention to design innovation and use functions.

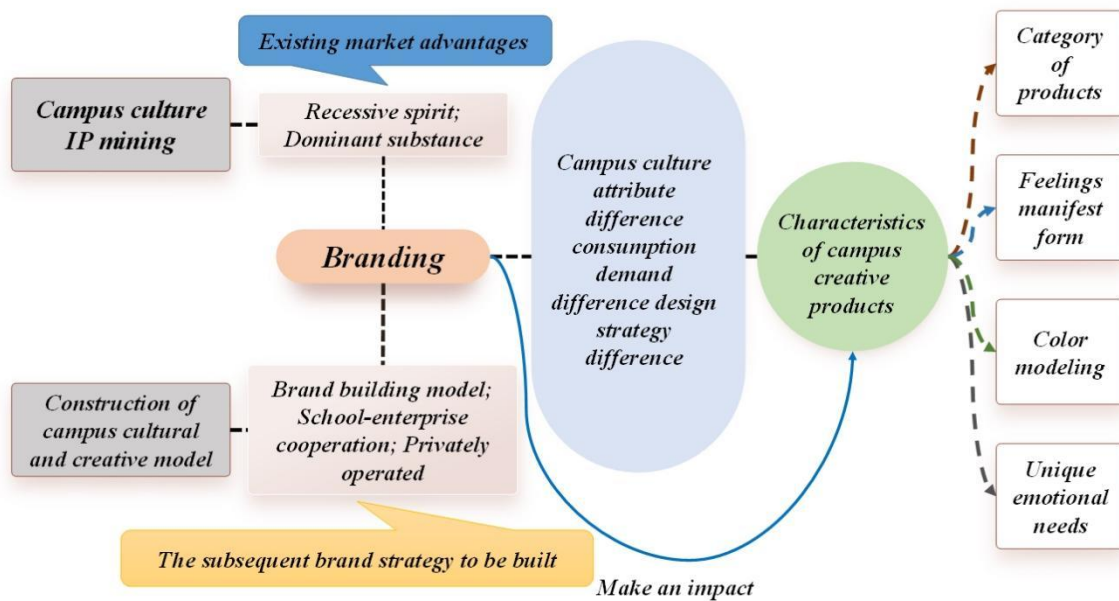
## DESIGN PRACTICE OF CAMPUS CULTURAL AND CREATIVE PRODUCTS IN ART STORES

### Campus Cultural and Creative Products of the American Collection Art Store—the Art Museum Series

Combined with the "campus image integration of

regional characteristics, unity of artistry and practicality" design method, the perspective is focused on the existing image in the market. According to incomplete statistics on the Internet, Luo Zhongli Art Museum is listed as one of the "Top 10 Internet Celebrity Check-in Attractions (X. Guo, 2023), becoming a landmark building of regional culture and gaining high recognition among market consumers. The museum has a distinctive visual characteristic, with the exterior walls made of color patterns made of different colored broken tiles instead of conventional oil paints, and the material techniques highlight the artistry of the school (L. Guo, 2022). The patterns are mostly based on the theme of campus style, famous works, regional customs, and campus life. Hence, campus IP extraction is the premise of integrating the strategic positioning of campus culture and creativity, as shown in Figure 6.





**Figure 6.** Campus IP Extraction and Policy Positioning

Bringing in the design method of "balancing serialization and personalization", and borrowing the visual language expression of "element extraction and transformation" (Yuan Wang, 2022), the exterior wall pattern of the art museum was extracted and redesigned, removing the complicated vision, sorting out the backbone and branch of the single pattern, and highlighting the visual subject. In the design, the regular geometric substitution of colors and graphic symbols is carried out. The original simple quadrilateral shape is replaced by geometric shapes that spread around the main trunk, and the variety of shapes is increased, and the new museum tiles are condensed. The visual language of the

unified geometric collage increases the sense of series between the patterns, and the theme follows the unified collage design technique to extend the existing patterns of the art museum, based on the attributes of the art campus, it extends the three sets of visions based on "abstract heads, pattern graphics, and art museum images". Through the integration of color and creative graphics, the individualization of a single pattern is displayed, and the unified visual design language reflects serialization, so as to achieve a balance between serialization and personalization (Y. Li & Li, 2022), convey the image of the art campus through innovative transformation, and divide and build all categories, as shown in **Table 5**.

**Table 5.** Category Building Icons for the Mizo Art Store

Art Resources	Design resource classes	Art galleries/museums	Culture and education	Cultural Tourism	Living space class	Trendy toys	Virtual product category
Oil painting	Design schools	Art gallery	Derivatives	Wine/Tea	Furniture	Collectables	IP image
Print	Design media	Museum	Derivatives - paper	Fruits/Herbs	Daily use	Life class	Game development
Chinese painting/Ink	Design platform	Daily use	Pigments	Traditional handicrafts	Decorative	Culture	Television animation
Lacquer	Design Agency	Beauty	Pens	Heritage - Folk Culture	Kitchen	-	Online media
Watercolor	Design the store	Home	-	Celebrity check-in points	Pets	-	Joint
Calligraphy/seal carving	Design Park	Outfits	-	-	Wearables	-	-

### Campus Cultural and Creative Products of the American Tibetan Art Store—Candidate Series

Based on the above design strategy, the principle of category construction needs, product development needs, and consumer group needs in the initial development stage of the Meizang art store is established. As a special

humanistic activity event of colleges and universities, the examination season will gather regularly every year to attract candidates to take the examination, and there is a particular potential consumer market (Ding, 2023). Candidates have a unique emotional identity with the institution and a yearning for the campus environment and school spirit, so the "examination season" is selected as one of the series of



topics based on the above factors. Using the "emotional and cultural" design method, the perspective is gathered in the artistic campus landscape environment when elements such as the campus graffiti wall are extracted. Art graffiti works that can be seen everywhere on campus have unique patterns in visual expression, with bright colors, distinctive shapes, and significant visual impact (Ying Wang & Chandhasa, 2022). You can feel the artistic atmosphere intuitively. In the built environment, the tunnel of Huxi Commune, the arched stone gate, and the library are the check-in attractions for foreign tourists, and it is precisely because of these representative buildings that it has won the title of "one of the most beautiful campuses" in China. The above two representative elements of the campus were selected as the design materials for the exam season series.

Combined with the design method of "unity of artistry and practicality" and the design principle of consumer group needs, the commoditization carrier is positioned in the school Xi category for the test-taker consumer group. The series construction from learning Xi writing utensils to auxiliary appliances is built with the purchase needs of the consumer group as the goal. In product design, attention is

paid to the combination of artistic aesthetics and practicality, the examination series supplies, and each product's personalized performance (Y. Zhang & Han, 2023).

### Campus Cultural and Creative Products of the American Art Store—Graduation Season Series

As a unique festival for colleges and universities, the graduation season shows the emotional attachment of teachers and students to colleges and universities, and the design focuses on the emotional embodiment of products (J. Zhang, 2021). The graduation season, "Open June", mainly influences the social market (Pi, 2022), and the flow of people who come to the exhibition during this period is enormous. There is a product sales market, and the current market of cultural and creative products is sorted out as shown in **Table 6**. Based on the design strategy of the Meizang Art Store and the design principles of consumer demand, the perspective is focused on the alumni consumer groups to improve the product serialization design of the needs of different consumer groups and supplement the cultural and creative product series of the Meizang Art Store on campus.

**Table 6.** Sorting Table of the Expression of Cultural and Creative Products in the Market

Cultural selection	Visual transformation form	Vector selection	Advantage
History and culture of the institution	Transformation of painting techniques	Notebook	The cost is controllable and the demand is large
Represents the landscape	Printmaking design	Silk scarves	The combination of conversion form and function is novel
Representative architecture	Geometric design	Metal keychain	The form is novel and the price is close to the people
Image IP	Color design	trappings	In line with brand positioning and meet the needs of consumer groups

Combined with the design method of "integrating the campus image with regional culture and highlighting emotion and culture", the cultural extraction is positioned in the humanistic landscape, such as the four scenes. As an inevitable time, the events accompanying each class of students, the four scenes of the year's four seasons, can evoke the campus memory of consumers to a certain extent. Pick representative rape flowers, wave roads, lotus flowers, new political buildings, pastoral farmhouses, and covered bridge ponds to create the theme. The design technique adopts element extraction and redesigns combined with concept innovation through the contrast of painting color blocks to build a picture of the architectural relationship and visually highlight the main memory elements, such as rape flowers, administrative buildings, and lotuses, arched school emblem buildings, snakes, altars, ponds, etc. The design of the school emblem should be extended based on the funny and exciting interactive image of the school emblem, extract the exclusive color of the school emblem, and distribute anthropomorphism. In selecting commodity carriers, we pay attention to the design method of "unity of emotion and culture, artistry and practicality" (B. Zhang & Romainoor, 2023) and build the emotional memory of alumni through the campus scenery and the funny and exciting design of the school emblem badge. Gathering the perspective in the

clothing and accessories, this category is convenient, and the square silk scarf is selected with the badge to show the commemorative and portable nature of the product (R. Wu & Xiao, 2022). The sense of quality is increased through the combination of gift box packaging, which strengthens the product's commemorative nature and brings the emotional belonging of the alum consumer group and the campus closer (Si & Gao, 2023).

## CONCLUSION

The correspondence between campus culture and cultural and creative products complements each other. Campus culture endows products with particular value connotations, which react to culture to meet market consumption and communication value. The research and development of campus culture and creativity, that is, the accurate excavation of campus culture through the analysis of campus regional culture, spiritual culture, behavioral culture, material culture, and characteristic education culture, is conducive to grasping the uniqueness of campus culture and creating the particularity of products. This paper analyzes the enlightenment of campus cultural and creative product design from four aspects: the construction mode of campus cultural and creative products, the level of product development, the construction of product categories, and the

visual expression of culture given the analysis of campus culture, the construction mode of the brand of the Meizang art store and the development level of the current campus cultural and creative products are proposed, to provide ideas for the development of campus cultural and creative branding. The principles of campus cultural and creative design methods are summarized: integrating culture, balancing serialization and personalization, highlighting emotion and culture, and paying attention to artistry and practicality. It is applied to four design practices, relying on the Meizang Art Store to explore and test the feasibility of design methods and promote the development of campus cultural and creative product design.

## CONFLICT OF INTEREST

No conflict of interest was declared by the authors.

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