

Study on the Optimization and Renewal Design of Campus Cultural and Creative Products Based on the Emotion Mapping Approach

-- A Case Study of the City University of Macau

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Abstract: This paper takes the current situation of the campus cultural and creative products of the City University of Macau as the starting point, focuses on analyzing the characteristics and deficiencies of the existing campus cultural and creative products, and explores the emotional and cultural aspects of the campus cultural souvenir design from the emotional aspect, and through a large number of field surveys and analyses of the existing products, it sums up the design implementation procedure and design methodology of "emotion mapping" to better guide the design practice. Based on the analysis of the characteristics and needs of campus cultural souvenirs, the prototype extraction of tangible images and intangible meanings in the campus using the emotion mapping method is proposed to propose three design techniques, namely, taking meaning from shape, picturing shape with meaning, and symbiosis between shape and meaning, and a complete design program is constructed through the emotional fusion of expression. To inherit and disseminate the campus characteristics of culture from the purpose of enhancing the feasibility of innovative design of cultural and creative products; teachers and students at the University's emotions into the concept of product design, and further promote the innovative design of cultural and creative products on campus.

Keywords: Emotion Mapping; Campus Culture; Cultural and Creative Design; Souvenir.

1. Introduction

With the development of the times, people's attention from the material consumption gradually shifted to the pursuit of spirit, consumers from the pursuit of functional aspects of the design of the product to meet the design of the carrier more able to host the spiritual needs, which is reflected in the form of the product, as well as the interactivity with the product, the product implies the cultural aspects of the design factors. Campus souvenirs play a very important role in shaping the image of campus culture, inheriting culture and spirit, and transferring the emotions of teachers, students and alumni. The core value of its design is infectious, if there is no emotional interaction, the souvenirs will appear flat. Therefore, it is necessary to rebuild the emotional and cultural essence of campus souvenirs through conscious design, realize the emotional communication and interaction between teachers, students, alumni and campus souvenirs, enhance the collective honor and cohesion of all teachers and students, and play a lasting impact in the dissemination of campus culture [1].

2. Overview and Current Situation of Cultural and Creative Products on Campus

2.1. Overview of Cultural and Creative Products on Campus

The design of campus cultural and creative products is constantly increasing, including campus cultural significance and height in the continuous improvement, and the need to be able to meet the needs of different groups (teachers and

students, parents, tourists, etc.), different scenarios, which requires in-depth excavation and demonstration of the university's unique cultural resources, better dissemination of the campus culture, carry forward the spirit of the campus and even promote the economic development of the campus has a more far-reaching role and impact! The University has a far-reaching role and influence on the dissemination of campus culture, the promotion of campus spirit, and even the promotion of campus economic development. By summarizing, summarizing and organizing the status of several existing cultural and creative products of the City University of Macau, we can provide new design ideas for the future design of cultural and creative products, and provide a source of inspiration for the development of cultural and creative industries in various universities in the future.

2.2. The Current Situation of Cultural and Creative Products on Campus

2.2.1. Single Product Type, Lack of Targeted Users

Now most of the cultural and creative products designed by higher education institutions in China are of a single type and cover a wide range, but without the unique "memory" of their universities, many of them are patterned things to be applied. Cultural and creative products are not only a kind of daily necessities or souvenirs. Cultural and creative products of colleges and universities have a higher level of significance, which represents the unique campus culture and spiritual heritage of each university, and the recipients will also spread and exchange the culture of the school while using the cultural and creative products. The main target groups are teachers and students. However, graduates, visitors to the school, and enterprises that want to cooperate with the school also play an important role in the dissemination of school culture. The

more comprehensive the analysis of the audience groups of cultural and creative products, the more comprehensive the design concepts of cultural and creative products will be considered.

2.2.2. Lack of Unique Memory Points and Markers

Each university's development history and campus characteristics are unique, have their unique cultural heritage and inheritance of the spirit, but now on the market of college creative products do not reflect the unique culture of the university wants to spread, most of them are similar. The root cause of this phenomenon is that the designers did not dig deep to express the unique culture of the campus, the school wants to promote the spirit of the campus, did not realize that the campus cultural and creative products can also be publicized through today's media. In the rapid development of the network, specialization and innovation through the flow of colleges and universities can bring unexpected impact and development.

2.2.3. Single Form of Sale and Purchase

At present, the design process and sales process of cultural products are not well connected, and most of them are purchased offline by schools or through official school online stores, and many schools do not even have online purchasing channels. Schools should encourage students to introduce electronic sales channels into the entire design process of cultural and creative products, so that users who want to buy cultural and creative products, as well as designers, can grasp the latest online product dynamics, and through the network real-time feedback on user needs, designers can always grasp the popularity of the product trends, as well as better grasp the design intent. The Internet not only enhances the influence of the university's cultural and creative products but also creates a unique marketing strategy for the campus.

3. The Value of Emotion Mapping Methods in Campus Creative Designs

Norman first proposed "natural mapping" in "Design Psychology", which refers to the fact that when a person uses an object, he or she can easily see the result it will produce from the operation itself [2]. Affective mapping is based on emotional cognition. Introduced into the field of design psychology, it is the process of matching the external design prototype stored in the design work with the user's mental model, realizing the process of "visual integration". Emotion mapping facilitates a two-way flow between the user and the product, so that it can be fully understood and recognized by the user, and ultimately increase consumer satisfaction. People have different emotions in different scenarios, and only human beings on earth can have such complex emotional experiences, and such psychological feelings and emotions are generated through specific scenarios, which I call emotion mapping. When you see red you feel hot, when you see a police officer you feel safe, so emotional mapping is not innate, it's a kind of reserve of the brain after inserting specific emotional buttons, once you see that kind of thing, the nerves will start to transmit the corresponding emotional experience, and the human being will produce such emotions.

3.1. Memory Reproduction

Memory reproduction is not a restoration of experienced events, but a visual product that integrates real scenes and emotional memories, which occurs not only in the encoding

stage but also in the extraction stage, at the same time, memory reproduction occurs before behavior [3]. Therefore, when combining the objects that people experience in campus life and feel nostalgic with the design of campus cultural souvenirs and reproducing what they have seen, people will unconsciously integrate the objective existence of school buildings, unique natural landscape, cultural connotations, and their own emotions with a sense of "similarity".

3.2. Behavioral Guidance

The vividness of emotional memory can guide people's behavior. Human beings accumulate more and more cognitive experiences in the process of creating and using "things", and mapping these past emotional and experiential memories into product design can help users recognize and understand the products, and guide people to make correct decisions and judgments [4]. The design of campus culture souvenirs integrates with the campus life of teachers and students, to guide people to grasp the connotation. Through the intention of the sensual part of people's behavior, they can quickly and smoothly understand the meaning of the campus cultural souvenirs in the unconscious process, and thus obtain satisfaction and a happy mood.

3.3. Spiritual Mobility

Good design can trigger the resonance of people's hearts, it allows people items to interact effectively, trigger the state of mind, and realize emotional awakening. Compared with the traditional passive acceptance of products, the emotional mapping method helps to break down the physical and psychological differences between people and evokes the common experiences of past learning careers. It builds a bridge between teachers and students, alumni and souvenirs, satisfies the emotional motivation triggered by moral, friendship and other emotional needs, and allows people to actively participate in the interaction, and then immerse themselves in the beautiful memories of their student days. The Application Strategy of the Emotion Mapping Method in Campus Cultural and Creative Souvenir Design.

3.4. Campus Cultural and Creative Memorabilia Prototype Extraction

The constituent elements of the environment determine the types of culture and art that are appropriate to it, and the system "accepts" and strengthens the categories that are highly consistent with its structure, while eliminating or weakening other categories [5]. As a result, many elements of history, geography, and even culture in the region are precipitated or refracted into the external landscape, forming distinctive regional characteristics. Therefore, the natural or humanistic landscapes of campuses in different regions show unique historical, regional, and cultural characteristics. The design elements of campus cultural souvenirs are mainly divided into two forms: tangible images and intangible meanings.

3.4.1. The Tangible Image

All things in heaven and earth can be categorized into two types, one is tangible and the other is intangible. For example, if a chair is made of wood, its appearance is tangible, and its function is intangible. A person's behavior is tangible, and his inner thoughts are intangible. Formlessness is often the foundation of the form, for example, if people don't need to sit, then there is no chair, and if a person doesn't want to do something, then there is no such behavior. Therefore, when

we observe things, we should be able to do through the surface of the tangible things, know the root of the internal intangible, compounded to nothing, to realize the way of heaven and earth, realize the process from nothing to something, from something back to nothing, it is the door to solve a lot of problems where the magic lies. Campus cultural souvenir design in the tangible image refers to the campus of the objective existence of visible, perceptible people, objects, scenery, etc., mainly from the school building, signs, characters, clothing, landscape, and other forms. This "tangible image" concentrates on campus characteristics of visual symbols, and can provide graphics, color, shape, material, and other aspects of reference, to integrate into the campus souvenir design.

3.4.2. Intangible Meaning

The intangible meaning in the design of campus souvenirs is a static representation of the cultural connotation and value orientation of the symbolic meaning, which is the solidification and visualization of the campus characteristics, cultural psychology, and spiritual inheritance, and is also a microcosm of the cultural ideology of the campus. Applying the symbols of the "intangible meaning" of regional culture to the travel souvenirs, the alumni's nostalgia for their alma mater and their attachment to it is the embodiment of the teachers' and students' pride in their alma mater.

3.5. How to Implement Emotion Mapping Methods in Campus Cultural and Creative Souvenirs

Campus cultural souvenirs have unique and rich connotations through the integration of "tangible" and "intangible" elements. The emotional mapping method can evoke students' and teachers' unique memories and feelings towards the school, and to a certain extent connects the school with the memory points. It establishes an emotional interaction between people and souvenirs, thus satisfying spiritual needs. The generation of campus souvenirs is built on the emotional needs of "you", so it has more meaning and uniqueness, and is characterized by a sense of ceremony, which is also the starting point of our innovative optimization of campus souvenirs. Why will the campus have the value of emotion mapping to the souvenir is the design of the primary problem faced, this paper will be from to take the meaning of the shape, to the meaning of the shape, shape, and meaning (image mapping, instructions mapping, symbol mapping) three creative techniques for expression.

3.5.1. Taking Meaning from Form

Mainly through the similarity and imitation to express the object, each piece of work in people's minds has graphic symbols, to take the meaning of the shape has a similar nature with the object they represent, they stimulate a similar feeling in the head, embodied in the design of campus souvenirs is to extract the representative image of the consumer's recollection and memories of the guide [6]. Therefore, typical graphic reproduction is the primary method of emotional mapping of campus souvenirs. Zhuhai College souvenir design, teachers, and students are most familiar with the college building as the theme, The use of modern digital photography technology, combined with the current popular 2.5D digital graphic techniques, will be copied and reproduced on the phone case. Teachers and students, alumni in this form of campus characteristics of the building transferred to the phone case, through the blockage of scenery,

triggering fond memories.

3.5.2. Imagery as Form

The idea of shape is not arbitrary but is directly related to the referent in some way (either through observation or deduction), through the designer's encoding of the prototype information, the decoder's attention is directed to the object, which is the most primitive meaning relationship and can be understood through the unconscious mapping of its meaning. Instead of using the reenactment of a scene to evoke a memory, the delivery of spiritual meaning is used to evoke an implicit emotional resonance in the consumer.

3.5.3. Form and Idea

Form and meaning are interdependent, the object of a form must contain the meaning of the existence of the object and the reference to the object, there is no similarity between the mapping of symbolic forms and the meaning of the necessary connection, it is a stipulation of the mapping by convention or agreement, which has to be acquired through learning. Campus brings teachers, students and alumni not only the material carrier and space, but also carries the passage of years. Campus cultural and creative products should pay more attention to the expression of emotion when spreading, the external form gives people a pleasing feeling, while increasing the degree of participation of the mind, evoking memories of youthful campus.

4. Optimizing Innovative Practices

Campus cultural souvenirs are the bearer of good memories of college user groups, and emotion as an ideology plays a very important role in the aesthetic realization, operational guidance, and cultural dissemination of campus culture. The emotion mapping method takes the direction of campus cultural information symbols conversion and conveys the information to campus users as the direction, extracts the specific campus cultural symbols elements, and combines the user's association and memory with the emotion mapping method's translation and matching to integrate and express this information. Through the translation and matching of the emotion mapping method, and combining with the user's association and memory, the information is integrated and expressed to convey the obvious and implicit emotions in the campus culture, to let the user generate a pleasant emotional intention.

4.1. Design Prototype Extraction

Campus culture is the main content of the campus cultural souvenir design, but the campus cultural information is an intangible culture that cannot be directly transmitted, it requires the designer to extract familiar things or cultural symbols into visualization, perceptible tangible cultural symbols reshaping the emotional moment [7]. City University of Macau (City U), abbreviated as "City U", is a comprehensive university in Macau, China. The City University of Macau has nine faculties, including the School of Tourism and Hospitality Management, the School of Humanities and Social Sciences, the School of Art and Design, the School of Social Sciences, and the School of Science and Technology. The University has a rich historical and cultural heritage and is in a special position in Macao. However, at present, there is no independent campus culture brand, so the author hopes that through the investigation, analysis, the use of emotional mapping methodology, focusing on the College architecture, landscape, and cultural spirit, cultural emotions

from the design elements extracted from the cultural elements of the campus culture to trigger people's memories and associations, to achieve emotional recognition.

4.2. Transformation of Memory Element Extraction

Translation of design elements is the process by which the user matches the received information with the knowledge in his/her mind according to his/her knowledge and experience and restores the meaning of the information that he/she can understand. Through our surveys and interviews with different groups of people in Macau, including but not limited to City U staff, students of different grades, teachers of City U, as well as several other universities in Macau, the impression of City U, because the sales of campus souvenirs are not only limited to the faculty and students of City U. Our landing point and the questionnaire questions are centered around the word "cool" of City U. Found that teachers and students of the City University the "life-threatening slopes" have different emotions, because this is what we go through every day, the road to school; there are also many students of the City University the unique scenery impressed, the social platform will see a lot of people to share only belongs to the city of the University of the scenery, because of the University's unique geographic location, so the Because of its unique location, City U can view the entire Macau Peninsula from a high altitude, which is also a deep impression left in the minds of City U students who have studied a lot. Since City U occupies a relatively small area, a map is also essential for us to integrate with the color extraction of the nine faculties of City U. In this design, the representative buildings of City U, the most impressive landscapes, as well as the Logo representing the spirit, philosophy, and culture of the college were chosen as the design prototypes, and through graphic mapping, instructional mapping, and symbolic mapping techniques, the emotional intentions were translated, and the design was integrated with souvenirs as the carrier to realize the emotional resonance of the people.

4.3. Program Presentation

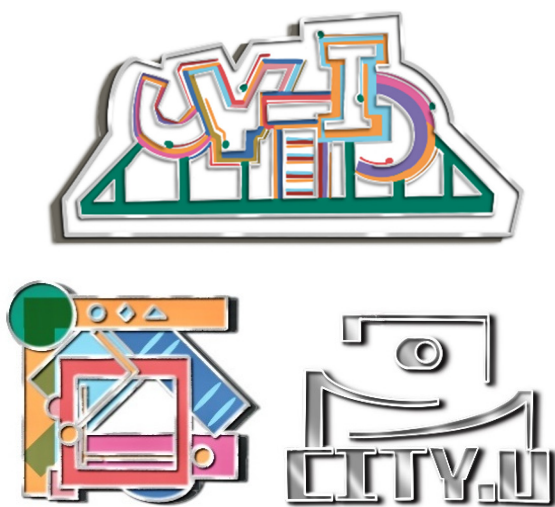


Figure 1. Badge Series Design

The key to the design of City University of Macau's cultural souvenirs lies in the degree of match between the designer and the cultural cognition of the university user group. The communication of its cultural characteristics should extract the campus cultural elements and emotional experience and

utilize the emotion mapping method so that the teachers, students, and alumni can understand the meaning of the souvenirs when acquiring information [8]. Focusing on the cultural characteristics of the City University of Macau (City U), using the emotion mapping method, we have designed badges, card holders, map invitations, and shelves, which can be used as graduation commemorations, communication gifts and event commemorations of the City U. The badge series (Fig. 1) extracts the logo of City U, and the façade of the building, and geometrically rearranges the map, combining the colors of the nine faculties of City U in a fusion design.

Map invitation (see Figure 2), This program was inspired by my eyes of the University's architecture, in my opinion, tightly encircles the impression of the City University, the appearance of the entire map made of an environmentally friendly City University of the design of the house, open this envelope, will find inside the geometric map of the City University, the map down to continue to open, you will find that this is an invitation, next to the elements of the nine colleges of the City University of the colors and the geometric combination of City University. All the elements around it are the colors of the nine faculties of City U combined with the geometrization of City U. All the above designs revolve around the colors of the nine colleges of City U and the impression of City U to be refined and simplified.

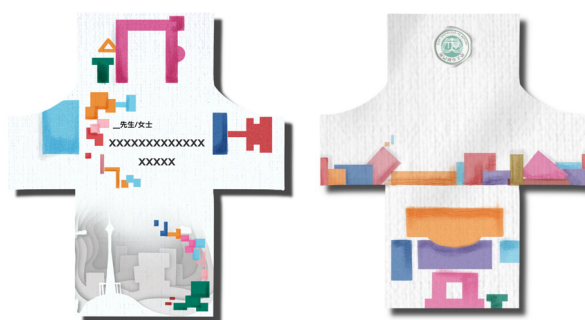


Figure 2. Invitation Map Book

5. Conclusion

The emotion mapping method has inherent commonality and relevance with souvenir design. Campus cultural souvenirs based on emotional factors, extracted from the campus are rich in tangible and intangible elements, in the creation of the shape of the meaning, the meaning of the shape, shape and the meaning of the fusion and translation of visual images to the outside world. Let the designer's emotional cognitive model and the teacher's and students' alumni psychological model for a high degree of matching, and then produce spiritual flow, and finally realize the emotional "two-way communication". The emotion mapping method cannot enrich the campus's cultural and creative product categories and design forms, so that the campus of its deep cultural heritage can be presented, thereby promoting the campus brand promotion and construction. More importantly, the introduction of the emotion mapping method provides new ideas and methods for souvenir design, to design more emotional, experiential, cultural, and influential souvenirs, thus injecting new vitality into the innovative design and industrial development of souvenirs.

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