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Creative design of admission gift package of Hengshui College

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Abstract: In recent years, colleges and universities have begun to create their own unique cultural and creative visual image, improving the popularity of colleges and universities while creating their own visual image. Each university has its own school logo, school name, standard word, school motto, school philosophy, etc. Standardized designs such as logo standard color auxiliary colors and standard word combination specifications auxiliary graphics are used in the freshman gift package to form their own visual system. Through the illustration design of the architecture of Hengshui College, the illustration of the gift package is used on the gift package items, constantly impacting the vision of the used population, establishing the university's own image recognition system, and having its own unique taste and style. This topic is aimed at the corresponding creative design of the school opening gift package for freshmen of Hengshui College, which shows the cultural connotation of Hengshui College better and more intuitively, and helps freshmen grasp school information more quickly and accurately and better adapt to school life.

Keywords: Freshman gift package of Hengshui College; Cultural products; Creative design; Visual image recognition system.

1. Introduction

Entering the university campus is a major leap in the road of life and a new beginning. University is simple and fulfilling, and it is also a place to grow and hone the will. All opportunities can become the origin of a happy life in the future, and all efforts will be turned into a way for a better life. The arrival of freshmen brings vitality and youthful vitality to the school. It will create new possibilities for schools. The freshman gift bag is a greeting gift prepared by Hengshui College for freshmen. It is also a carrier to convey campus culture, educational concepts and spiritual values. The gift bag is not only a gift, but also a souvenir and practical product.

It is not only a display of campus culture, but also a construction of campus culture. Excellent campus cultural products can inspire students to love learning and cherish campus life. This innovative design hopes to innovate visual patterns by extracting the representative buildings and culture of Hengshui College, giving Hengshui College a new overall image, reflecting the concept of school culture and innovative development, and making it better. Inherit it. Arouse students' self-confidence in campus culture, increase the sense of honor and enhance the unity of the collective; so that teachers and students on campus can help each other, love each other and make progress together.

2. Project analysis

2.1. Background of the topic

Founded in 1923, Hengshui College is a university named the National Civilization Unit. It has a long history and a glorious tradition.

The motto of the school: "Send to the righteousness and the new" comes from the Tao Te Ching, which means to "hold the right path and win with a new victory".

At present, the visual and creative campus culture display of traditional Chinese universities lacks creativity, and its own cultural characteristics are difficult to be highlighted. Earlier, the opening email of colleges and universities only had a simple admission notice and some admission instructions. Nowadays, the admission notice and freshman admission gift package are more than just admission reports. It is an important symbol used by colleges and universities to show the cultural heritage and cultural characteristics of the campus to inherit the campus spirit, campus history and keep upright. At present, colleges and universities are slowly improving themselves, building a unique campus cultural recognition system, paying more and more attention to their own image, and looking for the best way of image display and cultural inheritance. However, the cultural heritage of Hengshui College has not been inherited and displayed, and the development of campus cultural brands is extremely lacking. There is no campus cultural image or practical cultural and creative surroundings, and there are very few new cultural products. As a result, freshmen do not understand the campus culture, and even many students do not understand the campus culture of the school after studying for four years. Therefore, it is necessary to provide vivid and interesting admission gift packages for freshmen. It enables them to quickly integrate into campus life, learn different from high school learning mode, and convey the campus culture, traditional spirit and academic philosophy of Hengshui College.

Hengshui College has not yet had systematic cultural and creative products, its own image and culture. It has not launched a big gift package for the beginning of the semester. The whole project is a new beginning. The style and element pattern have the prospect of innovative research. First of all, it is necessary to understand the traditional culture of Hengshui College from many fields and aspects, as well as historical development and achievements. Face to face, innovation should reflect the traditional cultural heritage, so that freshmen can also learn to understand the traditional and excellent culture of the school while receiving the surprise of the gift package. And in terms of the selection of gifts in the freshman gift package, considering the rapid development of formal aesthetics and fashion culture, we should design trendy items that conform to the aesthetics of young people

and the aesthetics of the public, and whether the items are essential products for college freshmen and practical. Consideration should be given to whether novel and creative are loved by new students. And try our best to avoid waste, consider environmental protection, reuse, recycling and other later problems.

In recent years, the cultural products of freshmen in colleges and universities are similar. In the era of innovation and inheriting Chinese traditional culture, colleges and universities, as the future of the motherland, should learn to innovate and create, and show the "socialist successors" a broader and colorful design.

2.2. Project proposal

Based on the above problems, the creative design of the admission gift package of Hengshui University should consider the comprehensive design. It is difficult for the general campus gift package to attract young people. Therefore, the freshman gift package should consider practicality, aesthetic, creative and production technology, production techniques, technology and other aspects, and use novel expression and its innovative Design method. Gather practicality and campus culture, so that the freshman gift package has a flexible visual display, and pays attention to the combination of science and art in the design. At the same time, the products in the gift bag should also consider the practical and educational significance. It is not the original formal beauty, continuing the cultural inheritance of freshman products in colleges and universities. Take advantage of the communication influence of images and cultural products to strengthen the ideological outlook and sense of value, endow traditional culture with a unique "symbolic meaning" to meet the spiritual needs of students.

2.3. The purpose and significance of the topic

Campus cultural and creative brand image design can intuitively reflect the spirit, history and characteristics of campus culture. Improve the popularity of colleges and universities, enhance the influence in the hearts of the people, and improve the competitiveness of colleges and universities. From the perspective of visual design, the development of cultural products in colleges and universities is the needs of the market. It can enhance students' sense of identity and belonging to the school. After investigation and research, it is found that the impact of cultural and creative products is greater than that of online publicity. Pattern drawings can stimulate people's memory and understanding of things, and the physical visual impact is more interesting.

3. Design method and design process

3.1. Research on the creative design of the admission gift package of Hengshui University

First of all, through the network and actual survey, campus cultural products are service groups and students. Therefore, the freshman gift package first considers freshmen, understands the daily preferences and ideas of freshmen' post-00s teenagers and other aspects through research, collects various student preference data through online questionnaire surveys, statistically analyzes the data, and finds problems. Determine the problem, summarize the data for further research, or on-site inspection, such as visiting the school history museum to obtain comprehensive campus culture and historical information, or through interviews to understand the school's cultural foundation, school history and discipline development direction. Combined with the above aspects, we can analyze the interrelationship between the expected college life of freshmen and the expected freshman gifts, so as to simply clarify the basic needs of freshmen, provide an important reference for formulating the design content and form of the freshman gift package of our school, investigate and analyze several problems, and collect the current market. Find better creative points for all cultural products.

3.2. Design positioning

The audience of this topic is the freshmen of Hengshui College, a group of 00-year-old teenagers, and a group of freshmen who have just finished the college entrance examination. Therefore, in terms of design techniques and style positioning, it is based on a relaxed, pleasant and energetic style, integrating the traditional culture, spiritual connotation, iconic architecture, etc. of Hengshui College, with a simple and fashionable style.

3.3. Product creativity of admission gift package of Hengshui University

Necessary admission notice materials. The necessary notice materials in the entrance gift package for freshmen of Hengshui College include freshmen admission manuals, campus cards and campus maps, which only have the function of notification. Compared with official admission documents, students prefer creative surprise gift packages. Therefore, in terms of design methods and packaging display, gift packages with a stronger sense of design, technology and innovation will be designed. While meeting the aesthetic needs, we will better develop and promote the school culture, so as to expand a new form of expression and image of Hengshui College, and derive a series of cultural products through the entrance gift package for freshmen of Hengshui College. At the same time, it will increase the popularity of Hengshui College and make more people aware of Hengshui College.

3.4. Design process

Design sketch selection for the image of Hengshui College proposed in response to the survey

Subject Name: Creative Design of Hengshui College Admission Gift Set

Creation direction: The iconic architecture of Hengshui College, as well as the combination of school culture and honor, most of its themes are warm, expressing eager expectations and hopes for freshmen. The elements of Hengshui College can be divided into two categories: main elements and auxiliary decorative elements. This project gives Hengshui College a new unified and rich visual image by changing the expression of Hengshui College.

4. Design display and description

4.1. Design description

The creative design of freshman gift bags of Hengshui University includes a set of gift bag products. Basic gifts include freshman admission instructions, campus cards, campus card instructions, paper, stickers, atlases, pendants, ribbons, exercise books, neutral pens, schoolbags and other daily necessities needed to enlist. Student cards, T-shirts and souvenirs analyze the needs of freshmen for products, reposition campus cultural products, and combine campus

architectural characteristics, school mottos, campus logos, campus culture and other campus cultural elements. Effectively publicize and display campus culture.

4.2. Illustration design

Taking the rich cultural and historical heritage of Hengshui College as the starting point, the beautiful scenery and historical culture of the campus are used to display, and specific cultural elements are used for design, that is, relying on the existing cultural elements of the campus for direct extraction or abstract deformation. Get inspiration from architecture. When designing the freshman admission gift package, the old building is the main object. Due to the artisticization and illustration expression of the building, it can be used as a design element of the outer packaging of the gift box to design the simple flat pattern illustration style. Without changing the structure and iconic characteristics of the building itself, the pattern and packaging are designed in the second step, which is used in card covers, stamps, metal bookmarks and keychains. On, it is not simply stitching the pattern on the item, but designing it again according to the purpose of the product. At the same time, there will be a school introduction book (school history, school motto) and a hand-drawn map to meet the new students' fantasies and demands on the campus.

Combine the architectural school logo and other iconic items of Hengshui College to achieve overall system harmony, reflect the school's traditional and innovative new style, and win the favor of the whole school's freshmen, and then the gifts of gift bags and derivative cultural and creative products adopt a novel display perspective, which is different from previous cultural and creative products and increase the atmosphere. The sense of substitution.

4.3. Illustration design and display

It is necessary to build its own campus cultural material library. As shown in Figure 1, it is a morphological hand-painting of the library of Hengshui University. Before design, it is necessary to analyze the scenery such as the building and the surrounding architectural street lamp flower beds, convert the architectural elements through design means such as extraction, deconstruction and reorganization, and convert them into more visual elements that reflect the characteristic beauty of the building, and also need to show campus culture. Concretely describe the external outline of the library, extract the key characterization of architectural symbols, and then add details to reduce redundant lines, such as the high columns in front of the library, stairs symbolizing knowledge at the door, etc. Through shaping, the characteristics of the building are enlarged and the visual symbols are more prominent.

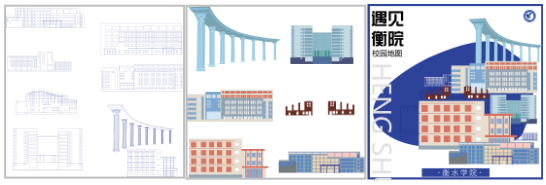

Figure 1. Architectural line drawing

4.4. Practical application

Basic products include school introduction book (school history, school motto) school hand-drawn map.

Graphic illustrations can also be used in various cultural products, such as books, pencil bags, folders, canvas bags, post-it notes, bookmarks, etc. At the same time, it can also be used in daily necessities such as water cups, umbrellas, bags, etc., so that cultural and creative products can be visually communicated through item patterns. Nowadays, students improve their cultural value and influence in their daily life.

Map design:

In the direction of the campus recognition system, the campus map that exists in Hengshui College itself is revised and designed. Generally speaking, it uses a large area of different colors and building blocks to represent the location of each building. The actual form of building is hand-drawn, and the building is made into a 3D small house, highlighting its main characteristics and facilitating new Look for it. At the same time, it is mainly based on the position perspective of freshmen entering the school gate, which is convenient to find directions. After hand-drawn overlooking perspective, the standard drawing is designed through AI software; the final rendering method of the campus map is in the form of a square four-fold, which is convenient to open, view and collect.



Figure 2. Building Map

A letter to the freshman:

A letter to the freshman, one of the paper items in the freshman gift package. Through the freshman gift package, the principal encourages and expects the freshmen. Hand-painted illustrations are used to hand-paint buildings, Hengshui College buildings and plants. The architectural colors are simple monochrome, with strokes and details. The blue and green colors of plants and rivers can reflect the vitality and vitality of youth. On the reverse side, it adopts a simple Roman column draft and a blue color matching of the courtyard.



Figure 3. A letter to new students

Student manual design:

The student manual is redesigned. The cover is no longer a simple picture, but a refinement of Hengshui College architecture and typesetting the text pattern. At the same time, the basic information is retained. Unify style fonts and colors.



Figure 4. Student Handbook

Gift package:

The packaging of admission gift bags of Hengshui College is still made of canvas bags for future use. Maps and some paper documents are packaged in blue felt bags.

Cultural products:

The cultural products of the newborn gift bag include card covers, tape, short sleeves, stickers and notebooks.



Figure 5. Building Map

5. Conclusion

The creative design of Hengshui College Admission Gift Pack is a cultural product based on a large number of investigations and research. It is unique and more closely relevant to the learning and life needs of freshmen. The design pays more attention to the psychological thoughts and inner expectations of freshmen. The freshman admission gift package can solve the problems faced by freshmen and alleviate the new students's The strangeness of the new school is supported by learning relevant items of life based on the culture of Hengshui College. This article introduces the design method and design scheme of the freshman entrance gift package of Hengshui College, analyzes the design of the freshman admission gift package with the current campus culture promotion form of colleges and universities, finds shortcomings to solve the problem, and uses modern multidisciplinary cross-integration design methods, designs works, and innovates that conforms to the form and functions of freshmen. Learning gift bags are easy to use and good-looking, and also have educational significance. At the same time, it also provides a new method for campus cultural publicity.

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