

Exploration of University Student Talent Cultivation for Innovative Entrepreneurship Based on the "Tutorial System"

-- Taking the Cultural Creation Project Published by Shanghai Sanlian Bookstore as an Example

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Abstract: Enhancing the innovative entrepreneurial capabilities of contemporary university students and cultivating specialized application-oriented talents is one of the core issues in the field of higher education research in China at this stage. Among them, the practice teaching team based on the "tutorial system", which combines school professional teachers with frontline industry experts, can improve the societal value transformation of classroom theoretical teaching outcomes through industry-led "real-case, real-action" projects. This in turn promotes the industry participation of university faculty and student teams, further optimizing teaching modules and objectives. Taking the cultural creation project published by Shanghai Sanlian Bookstore as a case study, this article elaborates on the advantages of the "tutorial system" talent cultivation model in industry project collaboration, the application transformation of professional course knowledge points, and the realization of guided innovation achievements. This serves as a reference for the reform of university professional teaching and the construction of first-class specialties.

Keywords: University student talent cultivation, Tutorial system, Innovative entrepreneurship projects, Publishing and cultural creation R&D.

1. Introduction

The "tutorial system" is an educational institution that has been in existence since the 14th century when it was implemented at Oxford University. One of its main features is the close relationship between teachers and students. Tutors are responsible not only for guiding students' academic pursuits but also for overseeing their daily lives. At the beginning of the 20th century, American universities, with Harvard University as a notable example, adopted the tutorial system. Initially based on the boarding system, it was mainly responsible for students' daily living. As time progressed, the role of the tutor shifted more towards academic support, thereby embodying a blend of scientific and educational teaching characteristics. In recent years, various universities in China have also started to establish a new form of the "tutorial system" for higher education, especially in the context of practical teaching for college students' innovative entrepreneurship. This approach focuses heavily on practical guidance in order to better implement the modern educational concept of holistic education. Led by the "tutorial system", tutors integrate their theoretical research results with practical teaching experiences, tailoring their approach to individual student differences and specialties. Through the construction of tutorial teams, one-on-one guidance, and collaboration with enterprises and industries, the overall quality of education is improved. This mutual growth in the "tutorial system" teaching leads to the acquisition of experience in cutting-edge fields, further enhancing the innovative entrepreneurial teaching system in universities.

2. The Tutorial System Leading Industry Project Collaboration

In professional sectors, the counterpart to the "tutorial system" is known as the "apprenticeship system", typically used for new employee training and management trainee development. Modern college student innovation and entrepreneurship projects, in the form of the "tutorial system", require abundant tutor resources and organizational management personnel. They collaborate with industry-specific professionals to form an integrated tutorial team between universities and industries, termed the "peer tutorial system". In this model, the tutorial team consists of individuals with similar qualifications and capabilities. University professors and industry tutors have equal status and learn from each other through project collaborations. The Shanghai Sanlian Bookstore's publishing and cultural creation project is based on this collaborative tutorial system, leveraging resources from university teaching and the publishing industry to encourage student entrepreneurship and innovation, converting theoretical studies into practical industry experiences.

2.1. Industry Background and Innovation Project Introduction

The innovative training project for college students - Shanghai Sanlian Bookstore's cultural creation design, is based on the overall design needs of the publishing house and the requirements for accompanying digital creative development. Established in 2005, the Shanghai Sanlian Bookstore, part of the Jiefang Daily Press Group, is a renowned publishing house in China and enjoys a good

reputation both domestically and internationally. In 1932, pioneers of the press and publishing sector like Zou Taofen, Hu Yuzhi, and Xu Boxin founded the Life Bookstore. While Li Gongpu, Ai Siqi, and Huang Luofeng established the Reading Publishing House. Later, Qian Junrui, Xu Xuehan, and Hua Yingshen set up the New Knowledge Bookstore. These three bookstores came together to form the prestigious Sanlian Bookstore in Shanghai. Since 2015, the bookstore has expanded into physical bookstore management, opening brand stores in various locations in Shanghai and other major cities, boasting a rich portfolio of publishing brand licenses. This provides resources and platforms for the exploration of diversified business models and the application of digital technologies, ensuring the final project results can be integrated into society.

2.2. Project Content and Research Objectives

This "tutorial system" innovation training project creates a platform aligned with official publishing activities. During the actual publishing practice, it encourages teams of teachers and students to approach their tasks with a greater sense of responsibility and meticulousness. The main practical guidance content of the Shanghai Sanlian Bookstore's cultural creation design project includes two aspects: first, publication design; and second, comprehensive creative derivations from the publication, including publication activities, creative products, and digital publishing derivatives.

Design in publishing is a relatively broad field. A well-executed design not only ensures a positive visual experience for readers but also offers a deeper and more memorable engagement with the content. Publishers hire art editors to oversee the design and content format, and some public publishing projects even offer opportunities for university teacher-student teams or studios to contribute, bringing in a broader aesthetic perspective.

3. Application Ability Transformation of College Curriculum Teaching

In current college classrooms, the selection and design ideas for publication designs that students learn are largely based on course-specific arrangements. The outputs often only meet the singular goals set by the classroom teacher. While this type of training does allow students to effectively understand the standard design process, it lacks references to industry and societal demands — that is, the evaluation of the design output by the client. With their professional perspective and years of experience in the publishing industry, professionals are familiar with publishing patterns, market selections, and content choices, and they can determine whether related publication designs can be published, printed, and distributed. In fact, a finalized publication planning process requires not just one design scheme, but several different angles and comprehensive plans for publishers to choose from. The "mentor system" not only benefits students but also helps diversify the teaching capabilities of educators. Currently, most publishers choose to outsource publication design and digital creativity to small studios or college mentor teams. Through multiple designs for the same series of publications, they understand the market's perception and preferences for such publications, forming optimized and sustainable collaboration.

The cooperation between college "mentor-type" professional teams and well-known publishing houses

deepens the understanding between publishing entities within the publishing system and college publishing specialties. In an era where versatile talents emerge endlessly, it's beneficial for publishers to be acquainted with and understand the professional practices of college students before facing a flood of resumes. This is one of the conversion outcome goals of "mentor-type" industry project cooperation. Projects based on this logic allow students to deeply experience real market situations, transforming the application capabilities learned in the curriculum into job application strengths. The collaboration between the university and the Shanghai Sanlian Bookstore on the publishing cultural and creative project involves professional courses in publication design, print media design, and some packaging design. The application transformation of curriculum knowledge points is a key factor in the output of the "mentor-type" project.

This college student innovation and entrepreneurship project collaborates with the publishing industry's Shanghai Sanlian Bookstore. The content revolves around publication design and derivative product creativity, closely related to the publishing elective course "Publication Design" in editing and publishing studies. Through this course, students learn clear design and production methods for publications and their derivative products, become familiar with related concepts, theories, and knowledge points, and based on curriculum research and literature research, understand current publishing market trends. They master both print and digital media technology, complete a series of themed publication derivative creative works, and can work in teams to plan, edit, and produce publications.

First, project or course mentors should guide students to grasp the thematic representation of book binding, including design features corresponding to different book themes, layout of graphics and text, color schemes and emotional expression, application of visual elements, and different design and production methods for paperback, hardcover, and special editions and their market positioning.

Second, the derivative design and production of publications based on print media technology, including design and production of book industry posters, book theme collection tickets, and other paper-based creative products.

Lastly, derivative design and production of publications based on digital media technology, including digital derivative design of publications and digital dissemination design and application.

Regarding the transformation of curriculum application capabilities, the mentor project team focuses on:

3.1. Publication Binding Theme Performance Knowledge Block:

The core learning outcome is to proficiently use professional design software, designing and finalizing based on the publication theme. Works should reflect the main purpose of the content, convey information, and enhance packaging features.

3.2. Derivative Design and Production of Paper Publications Knowledge Block:

The mentor team requires students to grasp the design and production of paper derivative creative products corresponding to the publication theme through curriculum teaching, including themed bookmarks, collection tickets, postcards, book industry promotional posters, and other derivative creations.

3.3. Digital Derivative Design and Production of Publications Knowledge Block:

The mentor team expects students to integrate their prior academic foundations with course knowledge points, understand the content themes and style features of publications, and use digital media forms like H5, animations, interactive interfaces, and other diverse approaches to complete the publication theme creation and apply it in practice.

To cultivate students' interest in learning and enhance their ability for independent learning, the innovative entrepreneurship project uses the teaching methods of "simulated real-life projects" and "actual projects." Combining industry publishing projects with professional competitions in publishing and printing, the project-led teaching concept is integrated into the curriculum. The classroom and publication studio become one, the teacher and project leader merge, students and publication planning editors unite, and the application of theoretical knowledge with hands-on practice combines. Teachers teach while working, students learn while doing, and teaching, learning, and doing are integrated. The process of designing and producing publications is emphasized, as well as professional design skill training, nurturing of cultural and professional qualities in publishing, and ultimately achieving a symbiotic relationship between teaching methods and means.

4. Innovations and Pedagogical Outcomes of the "Mentorship" Program

The "Mentorship" undergraduate innovation project, developed from the publications of Shanghai Sanlian Bookstore, concentrates its innovation in three aspects. Firstly, it actively expands into the realm of book binding creativity and design applications, pioneering the visual identity of academic professional series. The research aims to break the stereotypical appearance of academic books and proposes a new binding paradigm. Secondly, in response to the digital transformation of the publishing industry, it innovatively develops digital cultural products for books, demonstrating the fusion of traditional paper books and digital media through new media technology and mobile internet platforms. Lastly, the mentorship team utilizes the compound physical bookstore cultural platform, creating an effective platform for project results display and promotion that integrates industry, academia, and research. The project's implementation closely relates to the forefront of the industry, with genuine industrial projects serving as the subtopics for project research, realizing the transformation of research results into social value.

4.1. First Innovation of the Project: Publishing Brand IP Sharing Model

From the perspective of the publishing industry, the number of physical bookstores named after licensed brand IPs has been increasing and are well-received by the general readers and tourists. This operating model, based on the licensing of publishing unit brand IPs, not only promotes the image of the publishing brand and boosts book sales but also opens an innovative path for the "triple rights sharing" of trademark, copyright, and patent rights. One of the innovative thoughts of Shanghai Sanlian Bookstore's publication project

is to explore the innovative model of shared trademark licensing, appearance design patent rights, and copyright, establishing a new paradigm for the operation of publishing and intellectual property protection systems. The project revolves around the development and promotion of publication cultural products. The publishing unit authorizes the use of the publishing brand trademark, supports the naming (or co-naming) for the research and development team of university teachers and students for publishing cultural products. After the creative team obtains the legal rights to use the publisher's trademark and some book copyrights, they plan and produce topics based on adhering to the publisher's brand culture, aligning with the publishing theme, and integrating multi-media technology. The final research results apply for national appearance design patents and art copyright, sharing the intellectual property rights with the publishing unit, and relying on the physical bookstores and online flagship stores authorized by the publisher's brand IP for online and offline sales and public displays, realizing the market transformation of intellectual property results.

Granting the bookstore the right to use the publisher's trademark, both parties jointly provide the conditions for the promotion of the publishing cultural products to society and the market. The application and protection of appearance design patent rights and copyrights provide essential guarantees for the research and production of publishing cultural products. The "Father of World Creative Industries", Hawkins, believes that the creative industry is an economic sector where all its products are under the protection of intellectual property law. The four intellectual properties (patents, copyrights, trademarks, and designs) constitute the safeguards for the creative industries and the creative economy. Intellectual property, compared to tangible property rights, relies more on laws and regulations. Without laws, intellectual property doesn't exist. The publishing industry is the earliest industry to realize large-scale replication. Compared with other creative products, the significant advantage of paper media books comes from the visual aesthetics brought by diversified binding and the value reflected by the text content, making it a creative product with both a fresh appearance and cultural identity. When it comes to publishing cultural products, the importance of appearance design becomes even more prominent. China's patent laws from 1984 to the revised version in 2008 have explicitly stated the protection of "appearance designs". Publishing, as defined by UNESCO as the primary cultural industry, will inevitably promote the increase of new product appearance design patents during its integration and innovation with other cultural industries, thus stimulating greater potential in the creative economy.

Based on these innovative points, the publication cultural project of Shanghai Sanlian Bookstore emphasizes in the joint mentorship process of course teachers and publishing industry mentors the issues of knowledge copyright sharing, which are less touched upon in school courses. It places the mentorship process within real industry work scenarios, clarifying the driving force of knowledge economy and business collaboration strategies for the derivative manufacturing of publishing cultural creations. The exploration of project content is realized through practical development. Practical development has reflexivity, foresight, and dynamism. This pathway operates well in a cultural context that emphasizes developmental practices, professional knowledge, and analytical skills, connecting

several aspects to support the generation of new knowledge, transferring skills, knowledge, and understanding from one context to another. Ultimately, it achieves the training objectives of "mentorship" innovative application talents.

4.2. Project Innovation II: Digital Transformation of Publishing Cultural and Creative Products

A significant innovative mindset of the "mentorship" project jointly constructed by higher education institutions and Shanghai Sanlian Bookstore focuses on the digital transformation of publishing cultural and creative products. Even before the concept of digital cultural creation emerged, digital media had transformed traditional publications from tangible entities to virtual interfaces, marking a significant shift in re-mediation of publishing design. Bill Brown suggests that digital media, compared to traditional media, eliminates the materiality of objects, producing a dematerialized effect.[9] It is precisely this feature of digital media that accentuates the materiality of traditional publications, prompting the publishing industry to contemplate bridging contemporary technology, traditional aesthetics, and societal culture to cater to the combined developmental needs of physical and digital publishing. Usually, in academic courses of publishing or artistic design, publication design tends to focus on bookbinding and layout design, lacking an overarching approach that incorporates entire publication conceptualization and lacking real-world experience in holistic planning and integrated media.

The "mentorship" innovative entrepreneurship project integrates deeply into the industry to understand that digital publishing design isn't merely a replication of traditional print publishing or a simple transition of textual content from one medium to another. Indeed, the current trend of media convergence demands publishing design to unearth the distinctive advantages of various mediums and employ diverse forms to enrich the expressive depth of publications.

One of the project's accomplishments is the digital cultural creative design for "The First Six Books of the Elements of Euclid," written by the Irish mathematician Oliver Byrne. This publication, categorized under science and technology, targets enthusiasts of geometric mathematics. The book replaces traditional letters with bright and vivid colored lines, angles, and figures, using innovative visual design language for rearrangement, making the geometric demonstration process visibly clear and artistically decorative. The selection of this work as the research theme is due to its superior visual effects and artistic nature resulting from its colorful geometric graphics, providing ample imaginative space for cultural creative derivatives and creative transformations.

During the creative process of producing the digital cultural product, the teacher-student team invested more in enhancing the product's interactivity and entertainment value. This interactive mini-program based on geometric mathematics has an interface design that embodies the quiet elegance portrayed by rational science, while the embedded interactive games enhance its appeal. Readers can access the digital cultural product interface by scanning a QR code with their mobile devices. The product's structural framework is designed as a linear path, where users follow on-screen instructions to swipe through different sub-units. Several interactive games have been designed for users to complete, presenting geometric drawing methods directly on mobile screens. The entire process is seamless and intuitive,

achieving the goal of publishing cultural transmission in an enjoyable gaming experience.

Throughout the year-long "mentorship" course combined with industry project construction, the team accomplished nearly 30 publishing cultural and creative products from 7 publishing projects, innovatively supporting 17 digital cultural products. They filed for 13 national appearance design patents, 11 artistic works copyrights, and 5 series artistic works copyrights, achieving the effective transformation of intellectual property outcomes. The final results of the project broke through the current disconnection between publishing cultural and creative products and their relevant themes, achieving commendable breakthroughs and advancements in brand IP sharing and digital transformation of cultural creation.

5. Conclusion

In the context of new business models and the evolving economic landscape of our era, the collaboration on the "mentorship" student innovation project between higher education teaching teams and industry representatives, notably Shanghai Sanlian Bookstore, has been paramount. This partnership, which uses book publishing practice projects as its primary research subject, delves into the developmental trends of traditional cultural industry integration and transformation from the perspectives of publication design and digital creative derivatives. Through project implementation, R&D, and the process of translating findings into tangible results, modern publishing relies on creative editing, contemporary design, and digital media technology. This approach achieves innovation in academic bookbinding, development of digital cultural creations for books, integrated physical bookstore displays and promotions, as well as digital platform creative marketing, bridging many facets of industry-academia research and innovation. An innovative model for training application-oriented talents in university publishing courses is gradually taking shape, leveraging industry-academic collaboration to spur frontier breakthroughs and transformative advancements in the publishing cultural industry.

It can be anticipated that in the future, by integrating educational and industry resources, greater emphasis will be placed on exploring the mentorship-driven innovative entrepreneurial talent cultivation model in higher education institutions. This will, in turn, prompt university teacher-student teams to continuously enhance and progress in professional expertise that aligns closely with societal development needs.

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