

# A Brief Discussion on the Status and Role of Cultural Souvenirs Development in Universities

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**Abstract**—With the development of China's economic society and the deepening of social openness, institutions of higher learning have more and more awareness of management and brand development in the current market economy. As a symbol of the university's spirit, cultural souvenirs are important embodiment of the style of study, campus spirit and activities. However, from the current status of the development of cultural souvenirs in Chinese universities, there are still some major problems, such as the lack of new ideas and humanistic concepts in the design of cultural souvenirs in some universities. Based on the actual situation, this paper USES the successful experience and development precedent of the campus culture souvenir industry of domestic and foreign universities for reference, and makes an in-depth analysis of the current situation and function of the university culture development in China.

**Keywords**—*Brief, University, Cultural souvenirs, Status. role*

## I. INTRODUCTION

With the development of China's economy and society, education and the construction of colleges and universities have also made great progress. From the perspective of university culture, university cultural souvenirs play an important role in university brand culture, and over time, university cultural souvenirs have become an integral part of university culture. From the current situation of the development of the culture of souvenirs in colleges and universities, the bigger of the two common problems still remain, and efficient are already abroad souvenirs on a thorough study of university culture, this article embarks from the actual, standing in the perspective of students learning campus culture of colleges and universities home and abroad the successful experience of the souvenir industry development and development of precedent, [1]on the current development status and role of university culture in colleges and universities has carried on the thorough analysis.

### A. Significance analysis of the design and development of cultural souvenirs in university

From the current domestic colleges and universities in our country's cultural souvenir design as a whole, most of the souvenirs are around the school, school crest, motto, and the characteristics of regional features to design, and through the physical carrier of such as postcards, bookmarks, stationery shops, library in school is more common. It is also the name card of the university, and the image of the university. In university culture souvenirs to the characteristics of campus building, good history and culture and the outstanding alumni in-depth excavation and combination, designed to keep pace with The Times of cultural products, through the marketing and communication between the students, will carry forward the disciplines in university school motto, the phenomenon of optimization in public school. [2]

Souvenirs of the university of culture is the carrier of the historical culture and spirit, but also represents the current development and updating of the university culture, make the students more recognition of school culture, promote the university culture of accumulation and precipitation, is reinforced by the alumni and between alumni, students and students, between students and schools, schools with spiritual resonance between outsiders and communication, is very beneficial to the creation of the colleges and universities to promote spiritual civilization.

### B. Analysis on the current situation of the development of cultural souvenirs in universities at home and abroad

Analysis of the development status of cultural souvenirs in foreign universities The development of cultural souvenirs by foreign universities is mainly carried out from two aspects, the first is the design and function expansion of the logo. From this point of view, foreign university signs often have many, mainly used in different occasions. [3] The seal, shield and university logo are the three most common forms of foreign universities. Seal crest is the most serious is also the official, generally appear in more formal occasions, such as graduation, degree awarding ceremony, etc., and the shield crest applications is relatively fixed, there will be a school site, courseware, less serious occasions, such as school website and university logo is more affinity, is also the most common, and can be applied in various aspects, which embodies the longest in the school life, such as commemorative T-shirt, rocket, commodities, community etc. Secondly, foreign universities also attach great importance to the development and promotion of mascots and derivative souvenirs. Mascot is the current university campus cultural souvenir very bright spot in a form, from the point of time, this kind of special cultural form is

originated in the late 19th century, of the university of the west has to have one hundred years of development, the western university is very pay attention to the design of the mascot, some universities even during its early years began its own mascot design, for example, Yale's mascot is a bulldog as the main image of the "handsome Dan", Columbia University is using the blue lion as a mascot and so on. Between intercollegiate activities, the exchange between the schools mascot has become a unique culture, and from the point of view of students, every student of her school mascot has a strong sense of identity and belonging, and different mascot represents the school characteristic and mental outlook, not only that, some merchants saw business at the university of mascots, using the mascot design out a lot of goods, from stationery to articles for daily use, the image of the mascot deeply imprinted into the students' mind, [4] some tourists even traveled to the school has the school mascot to buy commodities, thus, The university mascot has already become a kind of very has the affinity sign, is the school spirit style, the cultural deposits, the campus image one kind of representative, is very advantageous the university spirit dissemination and the promotion. In addition, with the development of Internet technology, network marketing has become the current retail industry an important channel, it has a very obvious feature in the foreign university, first of all, in the university campus will be selling souvenirs of the university culture entity shop, this has reflected in domestic colleges and universities, usually set in the school library. On the other hand, university operators will also use online platforms for online promotion.

## II. ANALYSIS OF THE DEVELOPMENT STATUS OF CULTURAL SOUVENIRS IN CHINESE UNIVERSITIES

From the perspective of the development of university cultural souvenirs in China, the development of China started late and developed slowly. As early as in 1998, Harbin finance college professor Zhang Hong is strong in his writing, puts forward the new idea of the university brand construction, for research has opened up a new train of thought of this culture in colleges and universities, the later scholars also respectively from the value, function, characteristic, orientation, and other aspects of university brand construction has carried on the thorough research. Overall, China's domestic colleges and universities souvenirs souvenirs are based on campus as the main entry point, for the school to the brand of the definition and shape, for example, east China university of science and technology school has developed hundreds of different species of souvenirs, including a notebook and pen, bookmarks, key chain, t-shirts, etc., also opened a campus cultural center of zhejiang university, which includes the school gifts, souvenirs and local specialty of campus culture, etc. Besides, a mature and advanced marketing system has been established, and the online + offline sales model has been developed. The shop name of taobao mall is "realistic impression", which is mainly positioned as: collect, read and appreciate zhejiang university, reflecting the higher cultural level of zhejiang university. In the aspect of mascot design, various universities in China also have certain reference and imitation, through this kind of memorial film derivative to further develop the market of university culture souvenir. , for example, southwest jiaotong university according to the characteristics of the school mascot design out of the "small train", while the east China normal university is designed out of the lion mascot, etc., design and development of the mascot is welcomed by the masses of teachers and students, especially during the new students put a lot of mascot, won the new love, makes the further promotion and development of campus culture. [5]

On the whole, the design and development of university souvenirs in China is still at a relatively low level. Although the number of universities in China has a great advantage, the research and development of university souvenirs system is still relatively rare, and even some schools have not started the independent development of campus souvenirs. Even some colleges and universities have designed and developed campus souvenirs, but the variety is relatively single, the scale effect and the brand effect can not be formed, the popularity is relatively small, only in a certain area or within the campus circulation. However, from the overall level of China, only a few top universities in China, such as tsinghua university, have developed souvenirs with their own characteristics, including postcards, pens, notebooks, bookmarks, etc., and the development of their souvenir system is relatively complete.

## III. PROBLEMS IN THE DEVELOPMENT OF CULTURAL SOUVENIRS IN CHINESE UNIVERSITIES

### A. *Small Market Size*

From the above discussion, we can know that the development and design of cultural souvenirs in Chinese universities are still at a relatively low level, and the overall scale and effect are at a competitive disadvantage. The development present situation is unable to drive the culture of colleges and universities souvenir sales, but also can cause larger repercussions in the community, although some schools also conducted souvenirs design and development, designs some products, but because the overall effect and limited, these souvenirs only flow in the university. , of course, is the souvenir of cultural development in colleges and universities, the campus souvenir market also contain the very big development potential, especially the development of the domestic well-known colleges and universities, is has the congenital advantage, a successful university cultural souvenir is embodies the spirit of the university's overall style, is the spread of foreign weapons, colleges and universities for souvenirs design and development of the campus is conducive to the society, study the spirit of campus culture, the effective ways to make good use of campus culture souvenir good image can be set up schools, improve school visibility.

### B. *Lack of Innovation In Product Design*

In terms of the overall level of cultural souvenir design in universities in China, the design and development of souvenirs in most universities are still in the initial stage. Therefore, the same phenomenon appears in product categories and forms of design. Even some souvenirs are of low quality and lack of innovation, which makes consumers lose interest. There are many excellent institutions of higher learning in China, and they have their own unique characteristics and styles. Different schools

have different cultural deposits, so we should design them according to their characteristics. For example, for universities with a history of more than 100 years, the design of souvenirs should start from the perspective of history and culture to make the souvenirs more historic. For colleges of engineering, we should start from the preponderant disciplines of the college and design new souvenirs according to the characteristics of the disciplines. For colleges and universities of art, design should follow the characteristics of artistic creativity.

#### IV. ANALYSIS OF MEASURES TO IMPROVE THE QUALITY OF CULTURAL SOUVENIRS IN UNIVERSITIES

##### *A. The design of university cultural souvenirs should have special features*

First of all, cultural souvenirs should be designed with a certain commemorative nature. A good cultural souvenir can fully reflect the school's philosophy and spirit of learning, and can fully display the school's historical and cultural characteristics, as well as trigger teachers and students' memories of the beautiful campus life. Next, still need to have certain artistic quality. From the perspective of value, campus cultural souvenirs should be endowed with more cultural connotations than ordinary tourist souvenirs, which can integrate the unique features of the school into them and combine with the characteristics of the current era to make the souvenirs full of historical precipitation sense and keep pace with The Times. Finally, cultural souvenirs should be specific and representative. This requires that the university souvenir can be designed and customized according to different levels of requirements. [6]

##### *B. Students And Teachers Should Participate in the Development of Souvenirs*

In some foreign universities, students and teachers work together to design, sell and publicize campus souvenirs. In this way, students can not only pool ideas, but also strengthen the feelings between teachers and students, making the design of campus cultural souvenirs closer to students' reality and more innovative. In the student club activities, the student union organization can be called for souvenirs for schools to carry on the design, and organize a wide variety of design contest, fully mobilize the enthusiasm of students and teachers, in the process of design and development, the school for outstanding works to give praise and affirmation, and the excellent design team and students praise.

##### *C. Form An Independent Brand*

From the current design of cultural souvenirs in colleges and universities, most of the topics are mainly memorabilia, including bookmarks, postcards, t-shirts, key chains and so on. From the sales survey, we can see that the annual summer vacation is the peak period of these cultural souvenir sales, because there are more parents who travel and send their children to school. The demand for cultural souvenirs in some universities is relatively large, but there is only a single product type, such as postcards and bookmarks, and the designs are relatively fixed. In future design work, therefore, the university culture souvenirs to include the main building, give full play to the cultural spirit of the colleges, in the design of the time of we can draw lessons from the Palace Museum souvenir design experience, appropriately into some modern elements and network popular element, makes the design of the product has some bright spots in the dull market, favored by the young consumers.

##### *D. Highlighting Practical Value*

In the design of the cultural souvenirs of the university, the value of actually being used should be highlighted. It is not only a simple decorative item, but also an item that can bring convenience to people's life. China's working people are smart and able to combine the advantages of various aspects to design a unique souvenir. , for example, we can design a strong following from the practical value, in the story above prints out of school with characteristics of buildings, or by hand carved to produce school significance to design a bookmark and so on, the design and development makes the souvenir of practical value to further strengthen, can add a lot of art for the life breath, more easy to consumers love and acceptance.

##### *E. Absorb Advanced Experience Of Foreign Universities*

Famous foreign universities have rich experience in souvenir design. In the development and design process of our country, we should fully absorb and use the advanced experience of foreign countries for reference, so that our cultural souvenirs have higher quality, higher visibility, stronger attraction and more brand effect. Moreover, we should further expand the publicity route of campus cultural souvenirs, expand the scope of publicity to tourism and economy, drive online and offline collaborative marketing, and create new consumption hot spots to improve the quality of campus souvenirs.

#### V. CONCLUSION

With the development of China's economy and society, higher education also has a good development. In particular, the country is paying more and more attention to education, which makes the brand construction of universities more and more important. In the brand construction of colleges and universities, developing and designing cultural souvenirs is a good way, which is conducive to carrying forward the school-running concept, improving the popularity and brand value of colleges and universities, strengthening the cohesion and sense of belonging of teachers and students, and contributing to the development and progress of colleges and universities.

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