On the Importance of Visual Image Design in the Cultural Construction of College Departments

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Abstract: the Visual Image is the Embodiment of the University as a Whole, and It is Also a Microcosm of a Campus Culture and School Philosophy. the Development and Reform of Higher Education in China Makes the Visual Art System of Colleges and Universities Increasingly Important in Social Competition. a Good Visual Art System is the Embodiment of the Intangible Assets and Spiritual Culture of Colleges and Universities. This Paper Expounds the Status and Importance of Visual Image Design in Colleges and Universities, and Deeply Analyzes the Relationship between Image Design and University Department Culture Construction. It Hopes to Play a Role in the Application of Visual Image in College Campus Construction and Make It Even More Many Related Talents and Colleges and Universities Pay Attention to the Construction of Visual Art.

1. Introduction

In Recent Years, China's Large Army, as Small as Local Enterprises and Institutions, Are Actively Advocating the Need to Do a Good Job in Cultural Construction and Comprehensively Promote the Development of Culture. Culture is the Most Intangible Product. from the Perspective of Cultural Studies, Even the Ideology of Culture is the Most Abstract Expression. [1]Colleges and Universities Want to Convey Their Own Value Culture, Not Only by the Output of Certain Words. When a University Expresses Its Core Concept of Value System to Teachers, Students and Society, Thousands of Words Are Only Very Abstract. These Abstract Textual Information Cannot Convey the Concept of Running a School and the Cultural Connotation of the School. Therefore, the Visual Image System of a School is the Most Important Part of the Campus Culture Construction. Only by Introducing an Effective Visual Image System Can the Campus's Humanities and Environment Be Optimized, and the Cultural Value of the University Can Be Enhanced. According to Statistics, 83% of People's Memory of Things Comes from Visual Memory, and Graphics is the Most Easily Remembered Image in Visual Memory.[2] It is Far Greater Than the Function and Effect of Words. in the Construction of College Brand, Visual Image Design is an Important Part of the Cultural Construction of Colleges and Universities. It is an Important Basis for Disseminating Campus Culture and Shaping the Characteristic Campus. It is an Extension of the Spirit and Concept of the School. Therefore, Visual Image Design Has an Invaluable Position and Importance in Colleges and Universities. It Attracts Public Attention and Generates Profound Memories through a Unique Visual Symbol System, Which Forms a Unified University Brand Value Both inside and Outside. on the Other Hand, If There is No Good Visual Image Construction, a College Loses Its Soul and Has No Personality. It Will Also Lead to Internal Staff Dispersal and Low Morale. Only by Introducing a Visual Image System, So That the Image of Colleges and Universities is Unique and the Competitiveness of Colleges and Universities in the Society Can Be Improved, So That the Outside World Has a Certain Degree of Identity and Goodwill.

2. The Importance of Visual Image System to Colleges and Universities

2.1 Helps to Enhance the Cultural Connotation of Colleges and Universities

A good image design can effectively convey the intrinsic value of the university to the public

and create a good internal environment for the development of the university. The university visual identity system is a comprehensive and unified planning and design of various visual factors of the school image. [3]It converts the abstract language of school education concepts and cultural traits into specific symbol concepts and presents them in a tangible way. Through the unified, standardized and systematic visual plan, it fully reflects the school's educational philosophy and spiritual connotation. It is an important part of the construction of university culture, and it is also the most effective way to establish and convey the brand image of the school. The school brand image is a comprehensive body with a wide range of tolerances. It includes not only tangible elements such as school name, school badge, and school motto, but also intangible elements such as school management ideas, management concepts, innovative spirit, and behavioral norms. The school's visual identity design should integrate all image elements to form a unified visual image. Through the visual symbols with clear norms, the concept and ideas of colleges and universities are conveyed to the whole school and society, and strive to identify and familiarize with the society, and the cultural connotation of the school can be greatly improved in a short period of time, which inevitably enhances the brand value of the school itself.

2.2 Help Students to Develop and Improve Their Quality

The educational atmosphere and the humanistic environment on the campus determine the quality of the students. Visual image design is the most direct communication of a school's overall information. The ultimate goal of campus culture construction is to create an atmosphere to cultivate students' sentiment, build a healthy personality, and improve the overall quality of students. The construction of campus culture is not limited to greening and beautifying the campus environment. It should focus on the construction of cultural propaganda on campus, so that every corner of the campus can play the role of educating people. [4]The content of all promotional materials, including slogans, flags, signs, bulletin boards, floor building signs, etc., should be unified within the overall visual norm, rather than disorganized performance. Otherwise it will lose the overall control and the role of the overall regulation.Secondly, we will explore the historical heritage of the school, create a human landscape to enrich the campus culture, and create a harmonious unity between the humanities and the natural environment.

2.3 Strengthening the Cohesive Influence of Schools

On the one hand, the campus culture also reflects the school-running level of a school, which reflects the humanistic spirit of the school and can shape the students' good spirit. A school's good school spirit is reflected in the free academic atmosphere, the multi-disciplinary atmosphere, and the full development of personality. The most important feature of campus culture is that it affects and assimilate every person in the environment, and people are consciously and unconsciously undergoing this culture. A good university image is like a huge magnetic field, attracting talents, capital, research partners, etc., to maintain the school's long-lasting, vigorous innovation and vitality. A set of excellent visual identity system design can attract talents to continue to accumulate, expand cooperation space, and create a good external environment for the development of the school. It can be seen that the importance of visual image to colleges and universities is not only the image propaganda of a university, but also the transmission and output of a value system from the deep. Through the visual image, the history, culture, spiritual concept, professional characteristics and management mode of a school are reflected.

3. The Application Principle of College Visual Image

The visual art in college campus is a complex and sustainable systematic project. It not only reflects the cultural connotation of colleges, but also needs to pay attention to the different personalities and social attributes of each university. The visual art of colleges and universities is developed from the development of corporate image recognition system. The visual art design of colleges and universities can also start from the cultural connotation analysis of colleges and universities, the information integration of colleges and universities, the functional combination of

colleges and universities, and the practical application of colleges and universities. Follow the application principles below.

3.1 The Principle of Integrity

In the whole process of visual art construction, integrity is an entry point that needs to be paid attention to. "The so-called integration is to analyze the information, determine the theme, and reorganize, organize and implement the information under the premise of clear purpose. The architecture and the design of space and props are based on this." [3] The overall principles of visual art design in colleges are mainly reflected in the integrity of design and culture and the integrity of implementation and application. Among them, the ensemble of design and culture makes the visual art of colleges and universities highly consistent with the architectural style, human landscape, historical accumulation and characteristic culture of the university itself. Especially in the deepening of the cultural connotation and school-running characteristics of colleges and universities, they will become the core of the visual art design of colleges and universities, and then establish relevant specific designs.

3.2 Developmental Principles

The developmental principles of visual art design in colleges and universities are mainly reflected in the development and changes of design itself and the development of universities to promote the development of design. [4]Among them, the development of the design itself, the most fundamental purpose of the design is to make people more convenient and more responsive to the current needs. Therefore, design is the product of the times, and it is constantly changing. The visual art design of colleges and universities also needs to change with the changes of the times. As the needs of people change, the visual arts design of colleges and universities should keep pace with the times. The visual art presented must have the aesthetic and modern characteristics of the times. The development of colleges and universities promotes the development of design. In the process of development of colleges and universities, the re-planning of functional areas and the construction of new infrastructures must also redesign the relevant visual art systems in time to make the visual arts meet the needs of the development of colleges and universities.

3.3 The Principle of Humanization

On the one hand, the principle of humanization refers to the "people-oriented" visual art design of colleges and universities. It is the designer's improvement and optimization of basic functions of design according to the behavior habits, physiological structure and thinking mode of the audience, focusing on the natural needs and society of the audience. Need to be more convenient, fast and comfortable to use. Like the Chinese people who are used to the right, it is obvious that the passage of colleges and universities to the left side is not in line with the behavior of the audience. Humanized college visual art design is a manifestation of humanistic care, emphasizing the status of people in the university environment[5]. On the other hand, it is the integration and refinement of information. The details determine success or failure and are especially important in the visual arts design of colleges and universities. The campus of the university is a complex and huge place. The humanized design is more intuitively embodied in the visual art recognition system of college behavior. It is the design concern of the spiritual level and the designer respects and pays attention to the audience.

3.4 Identification Principle

Recognition is the most effective way for universities to differentiate themselves from other schools and enhance their competitiveness and influence through their unique artistic image. The unique artistic image of the university itself comes from the analysis of the cultural connotation of the university.[5] It is the mainstay of the campus design of the whole university. Although beauty is common, it also has unique, distinctive and easy-to-read characteristics. The visual art of colleges and universities is such an impact. The design, development and implementation of visual art in colleges and universities is an important focus of university culture construction. In addition to

embodying the basic requirements of sustainability, integrity and visibility of visual art design, it also implies the deep cultural connotation of colleges and universities.

4. Characteristics of School Visual Image Design

The school visual image design and implementation as part of the school culture construction should not only reflect the general requirements of design integrity, simplicity, visibility, but also reflect the characteristics of the school culture's health and education. In the design and implementation process, the following aspects are worth our attention and pursuit.

4.1 Integrity

Obviously, the internal systems of the school's visual image design should maintain a high degree of integrity. With the basic elements of vision as the core content, the basic application part and the environment application part must be consistent in content, color tone and style. Through continuous overall effect, it gives people a strong and strong visual impact. At the same time, the school's visual image design must remain integral with the school's architecture, landscape, and the school's distinctive culture.

4.2 The Times

Any design can't be separated from the influence of the times. Whether it is intentional or not, people's design will always leave the characteristics of the times. School visual image design should reflect the times, that is, to emphasize the understanding and performance of the characteristics of the times, which is actually a positive reflection of the school culture's requirements for external society. In the visual image design of the College of Education, we focus on the following two characteristics of the times: First, advocating science. Today's society is a knowledge-based economy, computer-based information technology is widely used, and creativity is a key factor. The blue, the deep sky and the broad blue are the relevant colors of this concept. Second, humanities and environmental protection. Emphasis on people-oriented, attention to life, and advocating harmony are the strongest voices of this era.

4.3 Educational

The visual image design of a good school should reflect the characteristics of education, so that people can think of it as an educational institution at a glance, so that the school's visual image design has a good directivity. At the same time, the visual image of the school itself has an educational function. We strive to maximize this function in visual image design and implementation. From a certain point of view, the school's school badge is the student's "spiritual totem". In the process of using the school's visual image system, students will recognize the content and form of their advocacy, and thus be subtly educated.

4.4 Participation

Teachers and students should be actively involved in the design and implementation of the school's visual image. This is because compared with other organizations, the school's teacher group has thoughts and good thinking. Our students are also very creative, and they are fully capable of participating in the design and implementation of the school's visual identity. On the other hand, the design of the visual image of the school is mainly for teachers and students. Therefore, it is possible and necessary to involve teachers and students in the design and implementation of school visual identity.
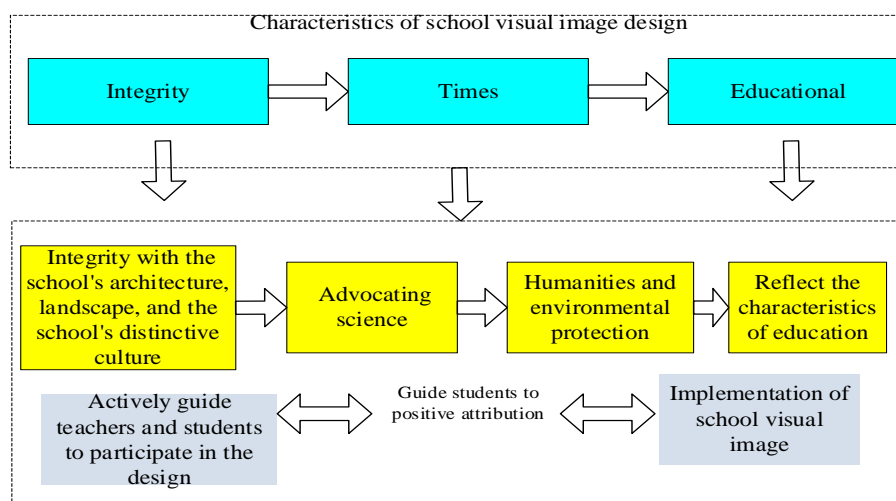
Fig.1 Characteristics of Visual Image Design

5. Conclusion

Each university inherits its own different history, culture, and school-running concepts. It cannot be used in the process of establishing a visual art system. It must combine the characteristics and cultural connotations of its own universities to create a unique visual art symbol. It is necessary to pay attention to the overall unification of the visual art system, pay attention to comprehensiveness, pay attention to the details of attention, pay attention to the importance of people, and make full use of various resources of colleges and universities to establish a visual art system in colleges and universities. The visual art of colleges and universities is an unforgettable and intangible propaganda in colleges and universities, which is worthy of more in-depth research and practice.

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