

Research on the design of university cultural and creative products based on the perspective of design project management

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Abstract: With the country's strong support for cultural industry and the public's demand for cultural and creative products, the design and development of college cultural and creative products ushered in new opportunities. From the perspective of design project management, the article first discusses the promoting effect of design project management on cultural and creative product design, and then puts forward the effective strategy of university cultural and creative product design project management. Under the background of the rapid development of social economy, it is very necessary to strengthen the research and development of cultural and creative products. It is hoped that the research and analysis of this paper can provide support for the development of related industries and provide some necessary references for further guiding the design of cultural and creative products in colleges and universities.

Key words: design project management; Universities; Cultural and creative product design

Introduction

As a design product with cultural creativity as the core, the connotation of "college cultural and creative products" is designed around the aspects of college brand culture, campus history and culture, teachers and students' spiritual style, etc., to meet people's growing material and spiritual and cultural needs. At present, there are two problems in the design of cultural and creative products in domestic colleges and universities: First, the design of cultural and creative products in colleges and universities generally focuses on product development and ignores project management; Second, due to the lack of systematic and scientific project management theory guidance, the design of cultural and creative products in the implementation process is not scientific and normative. As an advanced management mode, project management can effectively manage the design of cultural and creative products, and provide strong support for the design of cultural and creative products, so as to better meet the needs of users and improve the quality and influence of college cultural and creative products.

1. The relationship between project management and cultural and creative product design

Project management is an advanced management mode, which can play a huge role in the design of cultural and creative products. Project management can integrate the design of cultural and creative products into a unified and complete system, and realize the improvement of the design quality of cultural and creative products through effective control of all links in the design process. In the mode of project management, designers need to effectively control the entire process of cultural and creative product design, including the establishment of cultural and creative product design team, the formulation, implementation and adjustment of cultural and creative product design plan, so as to meet user needs, promote the progress of cultural and creative product design, and ensure the smooth implementation of the entire project.

2. The promoting role of design project management in cultural and creative product design

(I) It is conducive to the realization of project objectives

The project management mode can effectively control the project schedule and ensure the quality of the project. In the project management mode, designers need to make reasonable planning and control for the whole project, and improve the design effect by optimizing the design scheme of cultural and creative products. With the efforts of designers, the design of cultural and creative products can achieve the expected goal as soon as possible, that is, to provide users with high-quality cultural and creative products. At the same time, under the project management mode, designers can effectively coordinate and manage all aspects of the work, thus improving the overall work efficiency. For example, before the design of cultural and creative products, designers need to analyze and investigate the market demand to ensure that the product can meet the needs of users; In the design process of cultural and creative products, designers need to fully consider the needs of users and market demand, to ensure that cultural and creative products can meet the market standards; In the process of adjusting the design scheme of cultural and creative products, designers also need to verify the feasibility of the design scheme through practice. These links are all around a common project goal to promote, that is, to meet the needs of users and the market, to design high-quality products.

2. It is conducive to building a strong design team

A strong design team is an important guarantee for the design and development of high-quality cultural and creative products, and is also the key to promote the sustainable development of cultural and creative products. No matter what the content of the design project is, what kind of scale it has, the most fundamental thing for design project management is to build on a strong design team. The design team aims to organize the scattered personnel scattered everywhere, they cooperate with each other for a common goal, help each other to complete the design project together. Just because of this, the whole team shows a strong personalized characteristics, each member of the team can shine in their own areas of excellence, which is very important for the operation and management of the whole project.

(3) It is conducive to the benign development of products to commodities

The original intention of cultural and creative product design is different, sometimes it may come from the expression and catharsis of some emotion, sometimes it may come from some aspects of life discomfort. Under normal circumstances, the innovation of cultural and creative products is mainly manifested in the changes of vision, function or form, etc. Designers need to express the main thoughts and emotions through the design sketch assisted software production. Since ancient times, many cultural and creative design products in China have broken through the country and gone to the world, but they may all be ephemeral. The fundamental reason is that a single design concept is difficult for products to gain a foothold in the fierce market competition. The design project management emphasizes innovation more. By effectively integrating all kinds of design resources and designing products with the vision of development, the core competitiveness of the entire cultural and creative products can be significantly improved, and then won the recognition of the market, which is very conducive to promoting the sustainable development of cultural and creative products.

3. Based on the perspective of design project management, the design of cultural and creative products in colleges and universities effective strategies

(1) Rational allocation of resources

The core of design project management lies in “reasonable allocation of resources”. Only by reasonable allocation of resources can the project be carried out smoothly. The cultural and creative product design project has the characteristics different from the general design project, such as time crunch, resource demand imbalance and so on. Therefore, in the design project management, the reasonable allocation of resources is particularly important. For example, in the case of time crunch, designers need to consider how to effectively use the limited resources to achieve the project objectives.

Colleges and universities, as one of the important places for talent training and output, have extremely rich academic resources. At the same time, they are also the gathering place of many experts and scholars. To promote the project of cultural and creative product design in colleges and universities, relevant personnel need to make overall planning of various resources in colleges and universities, and consult experts, scholars, teachers and classmates in colleges and universities when necessary. At the same time, they also need to take the initiative to go to the university library to make full use of the resources here and do a series of data collection and sorting before the project is carried out. If the project manager can scientifically and reasonably use the scattered resources scattered in every corner, at the same time, allocate the tasks scientifically and reasonably according to the professional advantages and characteristics of each member of the team, and encourage the division of labor and cooperation among various departments, then the result will be doubled with half the effort.

At present, the design of cultural and creative products in colleges and universities is often undertaken by various functional departments of the school. This requires the cooperation among various departments, but sometimes due to the lack of unified coordination and planning, often lead to the waste of resources. For example, in the design process of cultural and creative products, due to the limitations of materials and processes, some products need more manpower and material resources to complete, at this time, the departments need to coordinate with each other, unified arrangement, which can not only avoid the waste of resources, but also make the project management more standardized and efficient. In practice, in addition to allocating design tasks reasonably according to the professional background and specialty of team members, and making overall planning of various faculty and academic resources in the university, universities should also actively invite 2-3 professors from different disciplines to carry out field observation and guidance, so that they can put forward reasonable suggestions based on the actual situation of the project. In order to promote the orderly development of the entire design project.

(2) Focus on team building

Team building is a management process that brings together people with common goals, interests and skills to work together on a project. Team building includes two aspects: one is to establish an effective communication mechanism within the team, so that members can fully express their opinions and suggestions; The second is to establish a team atmosphere that matches the university culture, so that members can feel happy and satisfied in their work. In the design project management, colleges and universities should optimize the design organization structure to improve the efficiency of cultural and creative product design. For example, colleges and universities can establish a three-tier design organization structure composed of project team, design group and marketing promotion group. The project team consists of the project manager, the head of the design group, and the head of the marketing promotion group. Among them, the project manager is responsible for the overall planning and implementation of the project; The leader of the design group is responsible for organizing and implementing the specific work; The marketing and promotion team leader is responsible for the marketing and promotion of cultural and creative products. In the project team, the core position of the project manager should be defined, and the project manager of cultural and creative product design should be appointed by the project manager. In the design group and marketing promotion group, two main roles should be set up: one is the designer, whose main responsibility is to provide creative support for the design project and implement the plan; The second is the marketing personnel, whose main responsibility is to be responsible for market research, market research, product positioning, price positioning, etc. In addition, a good cooperative relationship should be established between the design project manager and the design team members. Compared with professional design companies, one member of a university design team may have multiple positions, resulting in strong mobility of members, and sometimes some members will withdraw from the team due to the pressure of papers, graduation employment and other issues. At this time, it is particularly important to ensure the communication between the design project manager and the design team members. Once the new members and old members alternate, the project manager should do a good job in the connection of all links, so as to ensure the stability and integrity of the design team of cultural and creative products in colleges and

universities as a whole.

(3) Clear design objectives

As far as the design of cultural and creative products in colleges and universities is concerned, the project leader should clarify the content of two main aspects: first, the brand image design of colleges and universities; Second, the spiritual design of teachers and students in colleges and universities. According to the above goals and requirements, the design process of cultural and creative products in colleges and universities can be roughly divided into three stages: the early stage -- to provide support for the design positioning and concept determination of cultural and creative products in colleges and universities; The middle stage -- to provide organizational support for the design and development of cultural and creative products in colleges and universities; The later stage -- to provide a perfect management plan for the production and sales of cultural and creative products in colleges and universities. At the same time, the project manager should also pay attention to the content of different stages of the appropriate division and integration, so as to ensure that the whole project can be orderly and efficient.

In order to ensure the orderly progress of all the above links, the design team of the university should collect a large number of relevant resources, and at the same time, it should actively communicate with the university leaders to clarify the specific requirements of the university for the design of cultural and creative products. On this basis, the design team members should carry out a fierce brainstorming and encourage each member to actively and boldly express their views and put forward their own ideas, and then summarize together to extract the key words of the design. For example, taking the design of the admission letter of a university as an example, the design team should extensively investigate and summarize the historical and cultural heritage of XX university and the advantages and disadvantages of the current admission letter, on this basis, innovate its style, content and form. At the same time, it should also draw on the excellent design cases of other well-known universities to incorporate the characteristic culture of the university in it. Highlight the recognition and warm welcome of each candidate in universities.

(4) Intensify publicity

In the design of cultural and creative products in colleges and universities, the purpose of publicity should be fully considered, and various channels should be used for display, such as campus network, campus newspaper, posters, etc. The publicity of these channels is of great significance to the construction of campus culture and the shaping of university brand. The design and production of cultural and creative products in colleges and universities should not only pay attention to the quality and characteristics of the products themselves, but more importantly, it is necessary to shape and enhance the brand image of colleges and universities. The brand construction of college cultural and creative products can not only stay at the design level, but also need to promote through various means and channels, such as setting up columns on the wechat public account of the university, and setting up special topics on the website. In addition, colleges and universities can also invite enterprise representatives or well-known designers as design consultants for college cultural and creative products to provide professional opinions and suggestions for college cultural and creative products. Through these measures, a highly influential brand of cultural and creative products can be built.

Epilogue

In the process of cultural and creative product design, the way of project management can effectively promote the smooth progress of design work, and at the same time can effectively improve some problems existing in the current design work. Therefore, the integration of design project management and cultural and creative product design in colleges and universities has become an inevitable trend of the development of cultural and creative industry in colleges and universities, which should be paid special attention by all parties.

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