Study on SIS Overall Planning of Characteristic School Culture in China

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Abstract

In this paper, School Identification System (SIS) overall planning and design are studied on background of the new round of education reform launched by Chinese government. Based on the theory of Corporation Identification System (CIS) design and teenagers' psychology, the way of SIS overall planning and design application is researched, and we discuss the implementation of SIS overall planning under specific case in Sichuan province of China for history and regional culture characteristics.

Key words: SIS; Characteristic school culture; Education

INTRODUCTION

At present, China's education reform is put forward from "exam-oriented education" to "quality education". In the past, under the influence of "exam-oriented education", our education process is guided by all kinds of tests, specially in the basic education field, so the different levels and different types of schools are forced to pursuit of enrolment rate and test scores purely on the same way. In fact, under the situation of the development of commodity economy, great changes have taken place in the demand for choosing and employing on various industries of all kinds of professional, compared with the planned economy period. Correspondingly, people's

values, talent concept, knowledge concept, attitude toward employment and so on, gradually become diversified and personalization, inclining to practical and secular. The value orientation transformation of social, inevitably affected education field. The worlds of Education and academia have some cognition and discussion, of course schools have to pay attention and think.

Based on the above background, this paper studies the cultural features of modern school management, focusing on educational idea, Special education, Style of study, and other factors of the basic construction of campus culture. Of course, the school culture characteristics are not only discipline of teaching characteristic, and not entirely equal to regional culture. However, school culture has a certain relationship to discipline of teaching characteristic and regional culture, which can refract the school education orientation and organizational culture characteristics. But school culture is still different from discipline of teaching characteristic and regional culture.

In this study, based on the psychological needs and characteristics of thinking for minors, we seek for the philosophy of school culture, forming a system of educational culture. With strong cultural consciousness, we expand the field of vision from the classical Chinese culture, exploring the design of personalized way, for unique charm of "culture education". This is the development and utilization of traditional culture and community culture based on innovation ideas of running school, which is the "life education" thought as the instruction system of planning implementation.

In the study of practice, our creative method of "five lines and eight points", with which we can make every effort to design for education services, integrates current education researches and the way of international design. We should focus on the key of education brand and modern educational direction.

Specifically, through the school characteristics construction and characteristic of culture system, we make

unified special planning, forming an unique community culture differences. We will assist education managers use the tool of SIS to shape a series of "weak order" system, with which the education teaching activities such as management process will be simplified in graphical way for visual integration, making the management system to operate effectively. And based on many years of research and practice, we can provide theoretical support and practical reference in the field of visual image design for schools' manager.

1. BACKGROUND

1.1 More and More Opening of China's Education

Chinese government has launched a new round of education reform in education of school-running system, so the investment system and managing system come to change profoundly. Along with the gradual changes of the education concept and system, the market economic system has established and the school-running system has become diversified. On the basis of the full implementation of quality education, the opening information society provides diversification and personalized choices for people in basic educational realm, forming the new pattern of education competition. At the same time, the diversification of education also makes the school running autonomy to expand in investment channels, so a large number of private schools with high quality have sprung up.

1.2 Rising of Characteristic Schools

In the construction of vigorous schools, more and more schools deal with the modern management on the basis of enterprise education mode, in order to from "managing school" to "business school", both in public and private schools. This promotes the development of characteristic school idea, making the construction of campus culture to boom. In the competitive age, if schools desire to survive from crisis and seek for more developments, they must have to have their characteristics. Special school is a school with characteristics, which educational goal is different. Pursuing strenuous enterprising in the field of competition mechanism, with lively academic atmosphere, harmonious interpersonal environment and orderly scientific teaching manners.

1.3 Campus Culture

The so-called campus culture, is refers to the school with the specific mental environment and cultural atmosphere. It includes architectural design, campus landscape, ecological greening, such as materialized form of content, including the tradition of the school, school spirit and style of study, interpersonal relationship, the collective public opinion, psychological atmosphere and various rules and regulations and school members in the common activities formed in the interaction of the established code of conduct. Campus culture includes material culture and spiritual school culture, which forms are of the dominant or recessive. The goal of the construction of campus culture is to achieve the management of the school adopting power of culture through the integration of multiple values of the school, in order to gain a common desire, embodying the unity of art and scientific management strategy. Its core is to shape the school cultural spirit, to help the school setting up solid thought consciousness, behavior habit and life attitude, to exert influence on students' outlook on life, to form values for broaden students' horizons, to cultivate emotion and enlightening in order to promote the comprehensive development. In particular, it is a good school-based cultural excavation for reengineering and optimization of school management. We should make school management more rich of human kindness and the cultural implication. Only in this way, can we form from the school management system to culture management in high level.

2. CONCEPT AND EXISTING PROBLEMS OF SIS

2.1 Source of SIS Overall Planning

The SIS overall planning is standard campus image system, which refers to the school management concept, spirit culture and personality together with modern design ideas and the integrity of the school management theory, which are showed to schools themselves or other organizations including internal school and society in general, prompting them to produce consistent identity and gaining values for schools. SIS overall planning is relevant to Corporation Identification System (CIS) directly. As a special industry, Education management concept also indispensable, so CIS idea of enterprise is also worthy of reference for SIS.

The early practice of CI can be traced back to 1914, for the first time, when Germany AEG electric company adopted Peter Hans' design of trademark. And then the trademark of British London underground railway was designed by Frank Picker who is Britain's industrial design association, which was well known as the classic design. In 1960's, many big enterprises in American introduced the standardized, systematic visual design of specification CIS design, including MI, VI and BI, in order to prompt the marketing. In 1970's, CIS could be incorporated into the oriental nation spiritual idea such as the consciousness of humanistic ideas and moral to form "culture form CIS" by Mr. Zhongxi.

2.2 Construction of SIS System

The construction of SIS system includes six parts, which are Mind Identification System (MI), Behavior Identification System (BI), Visual Identification System (VI), Environment Identification System (EI), Promotion Identification System (PI) and Auditory Identification

System (AI). MI refers to the school policy, guiding ideology, etc.. BI refers to the school rules, school motto and regulations, etc. Conduct system is used for the standard specifications and system of school staff. Of course, BI also refers to the behavior of students. VI is the overall visual image of the school, which is the most explicit part of the propagation force in the SIS system, and the expression of concept culture in the aspect of visual communication. So it is a static identification symbol of school culture. VI system include school marks, school badge, standard font, mascots, standard colors, which are basic parts, and that can be used in the school buildings, office supplies and external propaganda, etc. EI is the explicit part of the SIS system of the school, by which the school concept is shown in campus building and landscape. So it is an infiltrating way for students to form the important role which can realize the function of environmental education. Many great politicians and educators in modern, such as Cai Yuanpei, Sun Zhongshan, Li Dazhao, Tao Xingzhi and Xu Teli all emphasized the importance of campus environment. PI is mainly propaganda and media promotion activities around the positioning of school brand, including event planning, publicity brochures, packaging, outdoor advertising, video advertising, etc., in order to make the whole society to form a unified, overall and positive image of the school, helping the school to get credibility, reputation and good influence. AI is a way to convey school idea, brand image recognition system through the auditory, mainly including school songs, music and the voices of the spokesperson, etc..

2.3 Role of SIS Overall Planning

School brand image construction has very important role, because it can arouse the social public understanding and trust of education, to create a good external environment and internal support, to attract and maintain talents, to improve school teachers and the students' sense of belonging, and expand the school profile, so as to enhance the value of school brand.

At present, with development of Chinese primary and middle schools in the phase of marketing and service, its brand is as important as lifeline. More particularly, SIS is close to the theory of PAOS culture of spreading and exchanging activities, which are the propaganda of school-running guidelines through overall image of promoting quality education comprehensively. Here, full name of PAOS is "Progressive Artists Open System", which idea is to "Strategic Design". In 1997, "PAOS flow" was taught in Business School of Harvard and Stanford universities. The pursuit of PAOS is to construct the concept of beauty in the business process. In the information society, information value becomes more and more important. So in such modern society, PAOS stresses company culture, both in business and enterprise. PAOS design not only confined to the visual things, but also a new way of life and social value, namely "design extension movement" thinking. In this way, the design is the property of wisdom and culture.

2.4 Problems of SIS Overall Planning

Due to the education reform in China, it is imminent for the implementation of the overall SIS plan, but there are less related monographs, for lacking of systematic theory research. we lack of unified understanding about factors on school image composition research Although there are certain achievements in the field of study in institutions of higher learning, but the study of basic education is still less. There are a variety of misunderstandings in practices. Schools in Sichuan province have neglected the significance of campus culture, from the point of view of the practical utilitarianism understanding, with campus culture seemingly far from its real value. And the designs fail to adopt local cultural characteristics, which is the most precious. Specifically, the majority of the schools lack of overall planning of campus, campus signs and flags, etc, so that the decoration is too much and too miscellaneous. And then the campus is designed into a big "mall", throwing students into impetuous condition.

3. PRACTICE OF SIS

3.1 Basic Principles of SIS Practice

In our study, we adhere to the human-oriented and pay attention to the union of culture and design, especially to the natural integration of planning and school culture. Through education and art design concept, we strive to summary, refine and promote design concept system, based by practice case in order to promote the scientific education culture. Through a lot of practice research, we summed up the rule of five lines and 8 points, which are the core concept. The five lines include extending concept, organizational behavior, visual communication, sound transmission, public relations dissemination. And 8 points include the humanism, beauty, security, function, interaction, inheritance, interest and innovation.

3.2 Implementation Method of SIS Practice

We use three stages including theoretical research, practice exploration and summarizing the design of school characteristics culture. And we research ten aspects, such as the school-running thoughts, school-based inquest, curriculum implementation, personality development, elegant campus, theme activities, ritual ceremonies, campus media, tradition of schools and campus landscape. In the study of specific design, we make important to the specific factors of history and regional culture, such as the related historical materials of all kinds of paper materials and audio-visual materials, especially for data of famous teacher and alumnus.

3.3 Implementation Basis of SIS Practice

In the concept design of school, we adhere that the school brand image and reality are in harmony organic whole.

Firstly, we should consider the students' psychology. The theme of our design should seize their psychology

for fantasy, or embody the demand of them, in order to impress them, who can still affect all the family and society. G. S. Hall who is American psychologist, the sponsor of the child study movement, thought that students' normal psychological development included a series of evolutionary phases. They are both blind faith to new ideas, but will be converted to ridicule, satire and funny to imitate. They pursuit of fashion manufacturing, but they still are weak and slow. They are highly intuitive, like unreasonable fantasy, which is a kind of attitude of mind.

Secondly, we should pay attention to the factor of culture. Culture is closely related to the nations, so culture is always a certain national culture. School culture is a microstructure of national culture. Schools always exist, survive and develop in a certain time and space, so schools culture is the result of history, school management characteristics and objectives, the quality of school staff and internal and external environment.

3.4 Specific Case Analysis

As school management should give positive influence on students through the design of campus culture, so that the students can live in a certain cultural atmosphere which is far more advanced than the one that they could create, so they can find it fascinating in studying life. In specific SIS system design, we should pursue school management trend of science, streamline and symbolization, so we will design specific as much as possible, in a graphical, small, light and jumping way, and emphasize the spread of interaction. We should mine the conventional interpretation of things, for striving to identify symbols ideas accepted by students. On the concept of mining, we can cite such an example: In l927, Mr Tao Xingzhi launched Xiaozhuang normal school in the suburbs of Nanjing, which was formerly known as "small farmhouse". There are only one thatched hut and three to five old buildings on desert heights. After Mr. Tao's thinking, he would change "Xiaozhuang School" instead of "small farmhouse". The name of "Xiaozhuang moral school" of that day would be brighter, which could mean "the school together with dawn". He also designed badge for Yucai middle school, which graphics are three red blood round chains. The first chain is on behalf of the entire school body, the second on behalf of the world, the third on behalf of ancient and modern. The simple graphics is rich of meaning.

In this study, we also discussed the multiple designs with the great attraction to teenagers from some famous brands, such as Johnnie Walker which is very famous in Scotch whisky markets, Ronald McDonald's and Disney animal image. We also analyzed Roger's "alligator", which is the combination of fashion and fantasy. Of course, we can endow special voices and images to the designs, such as Tony the Tiger, which designer give the Kellogg's Frosties' way of speaking as 'well, uh......". Through the research of these fashion teenagers with

rich image, we try to design SIS system with more competition, especially for students.

When we study campus culture of Qingshuihe experimental primary school of Sichuan university, we put forward the unique idea of "water culture". In the Shahe primary school of Chengdu, we put forward "river culture", coming from school characteristics and advantages of campus culture. Jin east primary school formerly was known as eight and seven elementary school, which is merged by two schools including eight village elementary school and seven village elementary school. We combed for Jin East primary school concept and image creation, found that "eight and seven elementary school" implied fuzzy characteristic which was not prominent, so it was not good for the school brand communication and construction. After studying geography and history of the school, we name the school "Jin" east elementary school. Because it is located in the east of Jinjiang River, showing civilization charm of one thousand years, like a new sun starting from the east, and then make a "son of the sun" brand school for dream.

SUMMARY

Education is a certain kind of social phenomenon, which exists in certain social environment which factors contribute to the existence and development of education. In the new historical period, the construction of the first-class unique campus culture is a worthy of our concern for a long time. To strengthen the construction of campus culture, optimize the educational environment also needs schools, society and family to work closely. If everybody of us cherishes the construction of campus culture, human-oriented, the function of environmental education will truly be strengthened, students can grow up in truly good condition. As education planner, we have a strong emotion of national culture and education, through the design study for many years, hoping to make SIS overall planning of characteristic school for young students in order to hand up tomorrow's sun.

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