

# *Study on the Design of Campus Landscape Sketches under the Characteristics of Lingnan Regional Culture*

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**Abstract:** Objective: This paper is aimed to explore the integration strategy of regional cultural elements in the design of campus landscape sketches with the entry point of effective communication of cultural perception; and to strengthen the effectiveness of campus landscape sketch design services and cultural communication. Method: As an essential part of campus environment, campus landscape sketches are various visible and tangible material culture in campus. Based on the visual connotation of campus landscape sketches in university environment space, we use transliteration technique to translate Guangzhou regional dragon boat culture into visual design language; and the design of the space environment of Guangzhou regional university campus is attempted to serve better, improve the function of university campus landscape and inherit the city culture. Conclusion: By exploring the integration of Guangzhou regional cultural elements and university campus landscape sketches, the current status quo of single expression and single design form of university campus landscape sketches is changed, and the embodiment of regional culture in the form of campus landscape sketch design is effectively advocated.

With the gradual expansion of universities in China, going to university is a must for almost every family and every student, and the university campus environment is thus influencing millions of Chinese people. The planning and development of these university campus environments are always dependent on a city and influenced by the history and culture of that city.

## **1. Analysis of the Status Quo and Problems of the Design of University Campus Landscape Sketches**

### **1.1 Lack of Environmental Recognition**

According to the research, most of the universities in Guangzhou area are now in the stage of expansion as well as infrastructure renewal, but most of the campus landscape sketches just copy from others without considering the relationship between shape, location, theme and the whole. With the progress of social development, cultural needs and aesthetic changes, teachers and

students have raised higher requirements for the taste of university campus landscape sketches, and the old campus landscape sketches can no longer meet the needs of modern university teachers and students. Campus landscape sketch design is a systematic design, which constitutes a whole together with the construction of regional environment, culture, campus environment and culture. University campus is the second classroom space for students to grow up, not only has the function of learning and improvement, comprehensive development, ornamental rest but also is the place to show the spirit of excellent culture and moral code. Campus landscape visual infection can bring spiritual inspiration and spiritual inculcation to students, so as to achieve the purpose of creating a healthier learning and living space for the physical and mental development of college students.

### **1.2 Lack of Place Spirit**

In the “Questionnaire on the participation of students in the university campus landscape sketches”, 78% of the respondents indicated that the degree of participation in the use of campus landscape sketches was low, and only 22% of the respondents participated in the use of campus landscape sketches, and most of the students in the interview said that it was difficult to produce sense of belonging. Increasing students’ participation in the use of campus landscape sketches can stimulate students’ cognitive, discriminatory and appreciative abilities, change their lifestyles, thinking styles and value orientations from a deeper level of consciousness, form good behavior development patterns, and establish a correct outlook on life, worldview and values; besides, it reflects the spirit of place and shows the unique cultural appearance of the regional university campus.

### **1.3 Lack of Regional Characteristics**

According to the research, there are many university campuses in Guangzhou, the corresponding campus landscape design lacks characteristics, and there is almost no application of Cantonese cultural elements; there is no penetration of regional culture. University campus landscape sketches are influenced by regional cultural environment, inherit local history and culture in campus landscape sketches space form, integrate regional culture into campus landscape sketches design according to local conditions, respect regional culture, combine with university school philosophy, make university campus landscape sketches personalized and humanistic; thus enhance the sense of belonging and a variety of practical needs of students in Guangzhou regional university campus.

## **2. Exploring the Integration of Guangzhou Regional Dragon Boat Culture and Campus Landscape Design**

Regional culture has strong specificity and recognizability. [1] Guangzhou regional dragon boat culture is a kind of mass commemorative activity with strong folk culture, and it is also a kind of sport that is conducive to strengthening people’s physical fitness and cultivating the spirit of courage, perseverance and boldness; “daring to be the first, working together” is the core of dragon boat spirit, and it is also the connotation of Guangzhou culture. Guangzhou is a famous cultural city in southern China with a history of more than 2000 years, the center of Guangdong, Hong Kong and Macau Bay Area and the center of Lingnan culture. It has colorful and splendid folk customs, such as residence, food, Cantonese language, folklore, festivals and ceremonies, etc. The culture of Cantonese dragon boat is analyzed by transliteration and formed into a perceptible visual design language, which is applied to the design of the campus landscape of Guangzhou regional university campus, so that it can bring aesthetic experience and guide the psychological feeling and emotional memory of teachers and students.

## 2.1 Analysis of the Characteristics of Guangzhou Regional Dragon Boat Culture and Extraction of Visual Language

Guangzhou has a long history of regional dragon boat culture, with grand ceremonies and thick and simple contents. The design analyzes the pattern of graphics and colors from typical cultural elements, [2] and uses the transliteration technique to read and categorize the visual language of dragon boat culture design, such as dragon boat, gongs and drums, and firecrackers, etc. (see Fig 1).

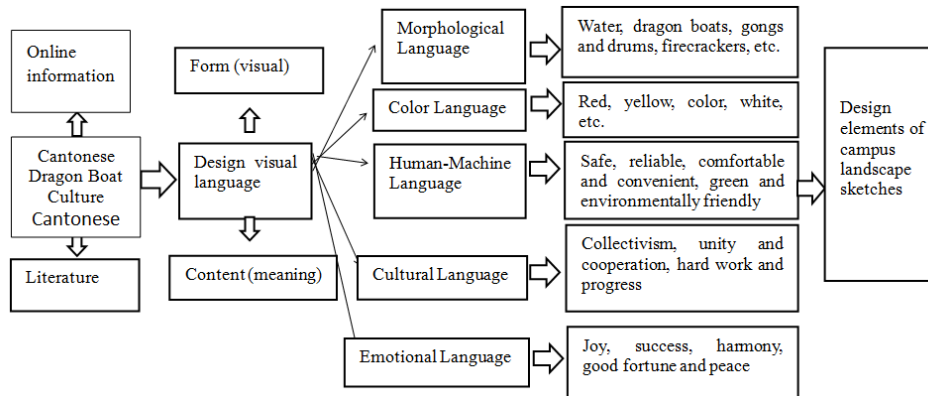


Fig.1 Design element screening and extraction framework

## 2.2 Design Process

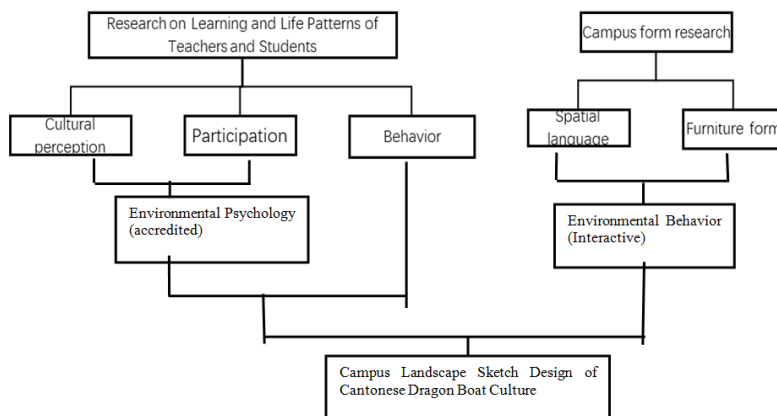


Fig.2 Design flow

The design practice is the design of campus landscape sketch with the theme of Cantonese dragon boat culture. The space site is selected from the campus environment of Guangzhou regional university campus, combined with the extraction of dragon boat culture elements to study the learning and living patterns of school teachers and students, the results of campus morphological space research are analyzed and summarized, and the graphic elements are combined with color elements for campus landscape sketch design innovation. (See Fig 2 for design process.)

### 2.2.1 Analysis of Current Situation in the Early Stage

Guangzhou regional university campus case is located in the Zhonglutan Town, northeast of Baiyun District, Guangzhou City, with “one district, three cities, mountain, water, greenway”. It has a subtropical marine climate, with long summer without extreme heat, warm winter and short and inconspicuous spring and autumn. The annual average temperature is 22.5 °C, which is within the

scope of green ecological land. It is a garden-style campus with a beautiful educational environment; the current spatial environment of the case university campus is investigated, and the current situation of the campus landscape sketch and environment of the Guangzhou regional university campus (see Figure 3) is analyzed and the main existing problems are derived (see Fig 4).



Fig.3 Status Quo Map of Furniture and Environment

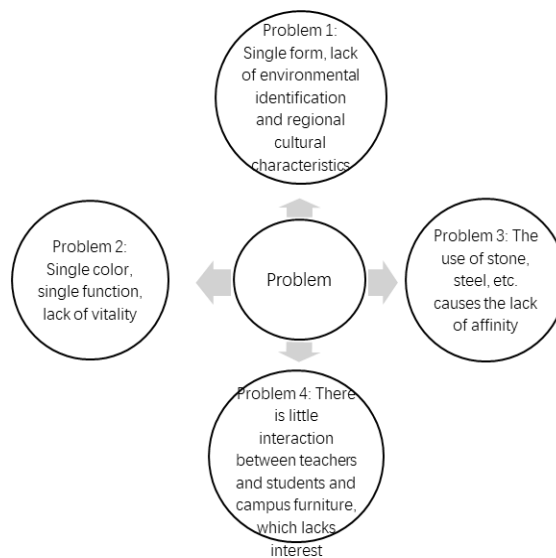


Fig 4 Status Quo Problems

### 2.2.2 Design Ideas

A region's history, geography, customs, lifestyle, traditional customs, literature and art, behavioral norms, way of thinking, values, etc. are all cultures. [3] The function, use and shape of campus landscape design are perfectly combined with the regional culture; it can make the school teachers and students produce emotional perception. Emotional perception is not only to make teachers and students recall the wonderful past of the region, but also to make teachers and students associate with a bright future and play a vigorous emotional guidance. The emotion of dragon boat culture is reflected in the shape, color, sound and rhyme, etc. The spirit of dragon boat culture of striving for progress and unity and cooperation echoes the hard work and enterprising tenacity of university students.

The first is the color positioning. Color not only has aesthetic characteristics but also has a strong ability to convey emotions. As the contemporary American visual arts psychologist Blumer said, "Color can evoke a variety of emotions to express feelings, and even affect our normal

physiological feelings.” [4] With regard to regional colors, many cities have a dominant color system that reflects their own characteristics. Since the Western Han Dynasty, Guangzhou has long been known as the “city of flowers” as appraised by Lu Jia (see Figure 5). The overall color scheme of the campus of Guangzhou regional university is based on gray buildings and green plants. In the design, we added rich and contrasting colors, and geometric color blocks to inject dynamic energy into the campus environment. The color scheme follows the principle of finding unity and coordination, using neutral colors as the base color and contrasting colors locally.

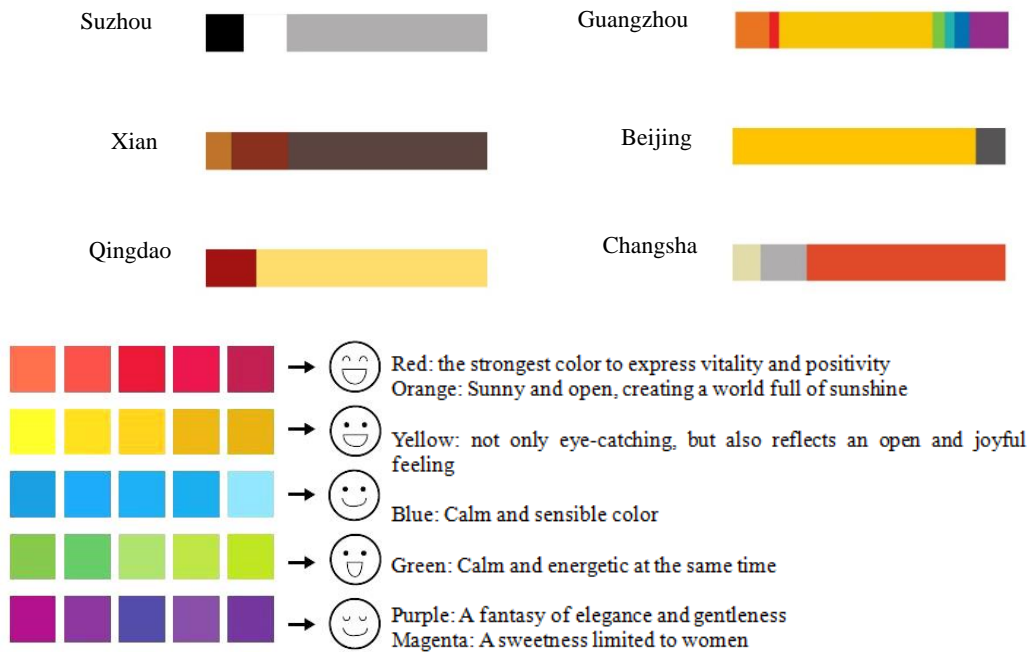

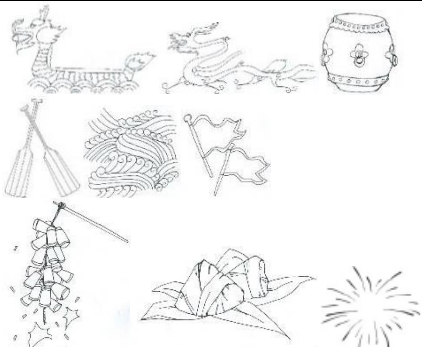



Fig.5 Color element extraction

Tab.1 Guangzhou dragon boat culture extraction

<p>The second is that the shape transforms traditional elements into fashionable language. Guangzhou dragon boat cultural elements are extracted (see Table 1), and the design of the scheme is starting from the details, where landscape sketches with dragon boat cultural characteristics are adopted to form a batch of “micro Lingnan” landscape nodes. The details are exquisite, such as seats, pavilions, signage, etc. Examples</p>	<p>Perceptual Pulse</p>	<p>Extraction</p>
	<p>Joy Consummation Harmony Auspicious Peace Solidarity and Collaboration Work Hard and Forge Ahead</p>	

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The third is that the function meets the participation of variability. The multiple use of one thing can be achieved by means of reliable morphological changes, placement conversion, combination transformation and functional integration. [5] Satisfaction of the function is a dynamic process, a process of interaction that generates affective experience. The dynamic study of the target group (see Table 2) is a guide for program design, strengthening the utilization of the main recreational space, sports space, and idle space in the campus environment, satisfying the demand for campus landscape sketch design for school teachers and students in physiological and psychological terms, giving a friendly and lively feeling, while full of regional culture.

Tab.2 Analysis on the behavior pattern of Teachers and students in Guangzhou Vocational and Technical University of Science and Technology

Main student activities	Contents
Study	English corner, book reading, class, practice, sketching, voice practice
Life	Eating, sleeping, shopping
Movement	Street dance, swimming, band, running, basketball, soccer, badminton, tennis, table tennis, yoga, skateboarding, mountain climbing, equipment fitness
Entertainment	Dating, singing, board games, shopping, surfing the Internet, watching movies
Neutral Activities	Exchange, fellowship, clubs, visits, entrepreneurship, work-study, volunteer work
Teacher's main activities	Contents
Instructor	Lecture, communication, food, activity, rest
Administrative staff	Management, communication, diet, activity, rest

The fourth is the material. Material is the material basis of design, and design modeling and materials are inseparable. Different materials have different aesthetic properties and bring different visual and tactile sensations to people. [6] The case uses acrylic material under the guidance of systematic aesthetic theory: it gives a sense of light and technology; waterproof corrugated paper material: light and environmentally friendly; waterproof wood: with affinity, etc. These materials are applied to the case design to add a sense of modernity and fashion.

The fifth is the size of the structure from the adaptability. Structure size is the technical support of landscape design. The case design follow the principle of suitable for “people”, suitable for “things”, suitable for “space”. The structure is based on the simplicity of assembly and ease of use; the size is based on the size of various parts of the human body to determine the scale of landscape design, which to a certain extent can ensure its practicality and ease of operation. [7]

The whole case is designed with the participation of the people, so that the teachers and students can participate in the construction of the school environment and bring the emotions between the campus and the teachers and students closer. Under the guidance of systematic aesthetics, the design of the case is guided by the use of materials, scale control, morphological design and functional provision to make the campus landscape design better integrated into the campus environment, bringing real benefits to the campus teachers and students and the environment.

### 2.2.3 Design Case Show

The integration of regional culture into the design of campus landscape sketches, with this awareness, in order to make the culture through the beginning and end of the design, guiding the conception of the program, design selection, determination, etc., and ultimately produce products with cultural connotation and high taste. [8] Combined with the aforementioned, the program is

based on the organic integration of the existing site on the basis of campus landscape space planning, considering the habits, characteristics and color hobbies of students and teachers, and carrying out the in-depth design of the campus landscape sketches of the Guangzhou regional university campus from the aspects of promoting regional culture, reflecting emotional design and conveying the spirit of dragon boat culture, in order to achieve the overall environmental quality of the campus as the design purpose.



Fig.6 One of the design cases Dragon Boat Seat

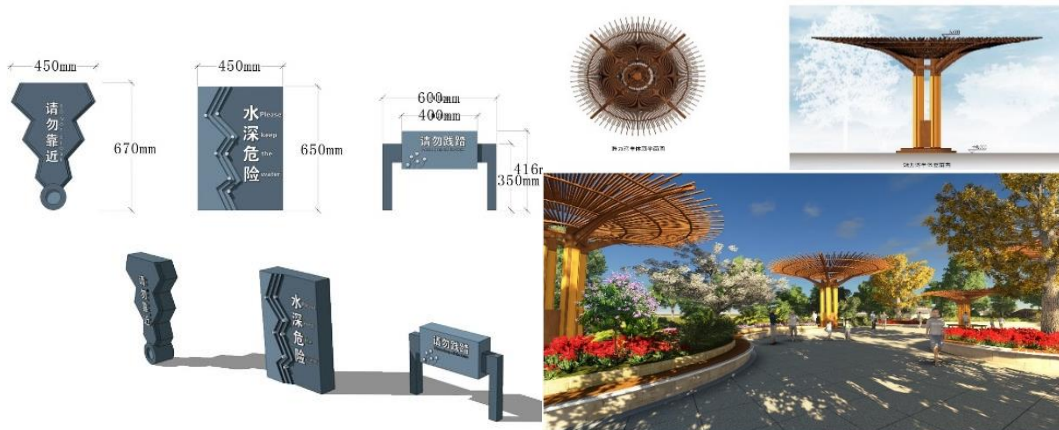


Fig.7 One of the design cases Unity pavilion

Fig.8 One of the design cases Water Rhythm

The design process makes full use of the extracted graphics and color elements, conveying the healthy and colorful emotions. The spirit of unity and cooperation, hard work and progress of dragon boat culture is integrated into the place such as dragon boat table and chair series (see Fig. 6), which increases the organic connection between the building and landscape, and the combination of multiple monoliths forms the centripetal and evenness of the place, such as the design of unity pavilion (see Fig. 7); meanwhile, it focuses on portraying the campus culture and humanistic landscape of Cantonese dragon boat culture, which is both fashionable and simple, calm and cheerful in line with the spiritual connotation of dragon boat culture, so that teachers and students on campus can feel the charm of Cantonese dragon boat culture more intuitively, such as

the water rhythm series signage design (see Fig. 8).

### **3. The Principle of Combining Regional Culture and Campus Landscape Sketches**

#### **3.1 Campus Landscape Sketch Design Direction**

With the development of the times campus landscape design should follow the following direction. The first is green ecology. In today's serious consumption of resources green ecological design is an inevitable trend. The campus is mainly dominated by student groups, and young people should more accept and reflect this principle in the current society. To popularize the concept of green environmental protection, the campus landscape design reflects the principles of "recycling" and "reduce". The second is the simplicity and practicality. Campus landscape sketches do not need unnecessary decoration. Easy maintenance and easy cleaning are the principles to be considered. The third is the systematicness. Campus landscape design is in the regional humanistic environment and ecological environment, so the design must consider the system environmental factors for the overall design.

#### **3.2 Cultural Perception and Reflection Behind the Form**

As a detail linking regional culture, environment, group and campus life, campus landscape sketch becomes a fitting point for campus teachers and students' life and cultural inheritance in a subtle way. The campus landscape sketches use the language of modeling to give teachers and students aesthetic association and emotional catharsis, and even achieve the effect of evoking regional cultural emotions, thus influencing and shaping the virtue and character of teachers and students. A place of water and soil nurtures a side of people, and the excellent regional cultures of different regions are rooted in every aspect of people's lives. In today's cultural diversification, campus landscape sketches should also become the carrier of the inheritance of excellent traditional culture, so that it can obtain the space for characteristic development. Campus landscape design themes can include: i) the excellent culture of the region in which it is located, industrial characteristics of the theme; ii) the natural environment of the region in the rich and diverse ecological resources theme; and iii) school development history, important moments, people, etc.

#### **3.3 Design Re-exploration**

We combine campus landscape sketch design with regional culture, explore new forms of modern campus landscape sketch design, focus on the optimization of the university campus landscape sketch in terms of function, shape and fun. The design is considered and explored in the context of respecting the overall campus environment: the first is the functional innovation; according to the life characteristics of teachers and students in a specific design group, humanized design is achieved according to the principles of ergonomics, which more reflects the interactive relationship of activities. The second is innovation in shape; Designing campus landscape sketches that can resonate with modern teachers and students from the regional environment and design themes. From the regional culture and campus culture, it can maximize the extension and spiritual connotation of the shape. The third is material and technological innovation; material is the basis of innovative campus landscape design. In addition to the appearance and function, the campus landscape design must also take into account the strength, hardness, anti-corrosion, waterproof and other practical issues of the material. It shall maximize the combination of new technologies and the use of green natural energy such as wind and solar energy to promote human and human communication activities in order to achieve the optimization of the quality of the campus



environment and improve the utilization of the campus outdoor environment.

#### 4. Conclusion

Campus landscape sketches and campus space are a symbiotic unity. The increasing richness of campus landscape sketches is the result of social progress and the diversified needs of campus teachers and students for culture and aesthetic life. Once the design itself is endowed with culture, it has a soul. [9] Regional culture, as an essential resource to enhance the connotation of campus landscape sketches, has been paid more and more attention nowadays. Campus landscape sketch is the image of the school to show to the students and teachers in school and external visitors, which can most directly and quickly convey the campus cultural atmosphere and enhance the impression of the group to the campus. The purpose of this paper is to propose the importance of regional culture in the design of campus landscape sketches, to bring new thoughts to the design of campus landscape sketches, and to promote the development of campus environment construction to high grade through specific case analysis and research on the application of regional cultural elements in the design of campus landscape sketches.

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