

Research on Urban and Rural Environment Design Concept in the Context of Emotional Care

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Keywords: Emotional; Urban and rural environmental design; ecological.

Abstract: "Emotional" feeling is increasingly used as an important basis for people to judge environmental value, and emotional factors have a more and more profound influence on people's consumption behavior. Under the premise of abundant material life, although it has improved people's living standard and quality to some extent, it has also brought people new troubles and worries, namely, the emotional indifference, estrangement and helplessness among people caused by the fast-paced and high-pressure working state. Through careful discussion, the ultimate goal of this paper is to integrate the concept of "emotional care" into urban and rural environmental design, so that China's urban and rural planning and design can be more perfect.

1. An overview of Emotional design

The concept of "emotional design" was developed by Donald A. Norman, A world-famous American cognitive psychologist. It was first proposed by Norman. Emotional design is designed to capture the user's attention and induce an emotional response (conscious or unconscious) to increase the likelihood of performing a particular action. Emotional responses can be conscious or unconscious. In his book, he pointed out: "There is also a strong emotional component in the design and use, and I think the emotional component in the design may be more important to the success of the product than the practical component." "Emotional design" is based on the material function, fully explore the product's spiritual function, so as to convey to users the design concept of emotional experience. For example, a button with bright colors can unconsciously grab the user's attention by influencing the arousal level (that is, physiological stimulation). Emotional design emphasizes more on the spiritual connotation of items and the emotional experience and spiritual enjoyment brought to users.

2. The concept of "emotional design" in the modern urban and rural environment

Since the reform and opening up, China has witnessed rapid social and economic development, and people's living standards have been improving day by day. With the continuous acceleration of urbanization, the expansion of cities has also shown an amazing speed. In the early stage of planned economy and reform and opening up, although the traditional planning theory did not put the protection of natural environment on the high consciousness agenda due to the slow urban development, the slow urban expansion did not cause serious damage to the natural environment. Therefore, under the current condition of rapid urban development, if the protection of ecological environment is not treated as the primary problem, the city will inevitably face the crisis of deteriorating living environment.

In the face of high-intensity, fast-paced work and life pressure, people are more eager to have a warm, comfortable, emotional needs of the individual space. It's not hard to see how designers have realized that: Consumers' demand for the generated environment is changed from the rational factors such as the functional supremacy and the pure technical single design, to the spiritual enjoyment such as the cultural connotation, emotional experience and psychological enjoyment conveyed by the urban and rural environment. They try to infiltrate more rich cultural, emotional

and fun elements into urban and rural environmental design, so that while people enjoy its functions, they are more interested in the spiritual enjoyment of personal taste, personality and interest brought to consumers. If the environment is treated as the first problem, the city will surely face the crisis of deteriorating living environment.

In the face of high-intensity, fast-paced work and life pressure, people are more eager to have a warm, comfortable, emotional needs of the individual space. It is not difficult to see that designers have realized that consumers' demand for the generation environment has changed from rational factors such as function-oriented and purely technical single design to spiritual enjoyment such as cultural connotation. They try to infiltrate more rich cultural, emotional and fun elements into urban and rural environmental design, so that while people enjoy its functions, they are more interested in the spiritual enjoyment of personal taste, personality and interest brought to consumers.

So that people enjoy its functions while they are more interested in the spiritual enjoyment of personal taste, personality, interest and other aspects brought by it. In traditional urban planning thought, main is to predict the scale of the entire city, using the provisions of the state of the area of the land use scale and the per capita land planning, and then in the land for the compilation of concrete, and then to distribution and layout of the traditional planning method has many disadvantages, which mainly includes the following aspects:

1) The state clearly demarcates the boundary of urban construction, the main areas of the city and some key land use "red lines". At the same time, draw the main planning scale and direction of some green space using red line. It does not take the landscape as an organic whole, which leads to the lack of necessary connections between the city and the region, and makes its planning lack of integrity.

2) The city is a very complex system with rapid changes. In terms of land use scale and population distribution, it is difficult to predict many factors, so the overall trend of urban planning is relatively backward. And the city is always in a passive position in the process of planning. At the same time, advance planning before urban planning makes some land vacant, which wastes a lot of land resources.

3) Traditional urban planning is mainly based on urban construction land. However, some urban green space and some ecological landscape become ornaments, which leads to the loss of the integrity and sustainability of the whole natural process.

The purpose of urban and rural planning is not to make great efforts in construction, but also to allow people to properly protect the surrounding land that has not been listed as construction land, because the development and scale of the city are constantly changing, and the scale of the land is also changing. Urban planning cannot be separated from natural and ecological landscape. Therefore, in the face of the continuous expansion of the city, it is necessary to use a new way of thinking, determine the specific method of urban planning, so as to adapt to various changes in urban planning. From the perspective of urban area, the urban land should be planned and improved to perfect the ecological infrastructure in the city, which should always serve the urban residents and ensure the quality of their services. Meanwhile, the ecological environment of the land should be maintained to ensure the integrity of the ecological landscape pattern.

In recent years, there are a lot of cities have from damage to the environment in the process of urban construction came out, and deeply analyzes the traditional ideas of urban planning, through the analysis of emotional design, use of enhance the user experience of a kind of thinking between construction and environment influence each other, puts forward how to reduce the industrial construction measures of the natural environment, and the construction and development was analyzed, hope to provide reference for related architecture and environment field.

3. Design the urban ecological infrastructure with the concept of "emotion"

The traditional urban planning always predicts the urban population scale in the near and medium term first, and then determines the land scale according to the national per capita land use index, so as to work out land use planning and spatial layout of different functional areas. At present, this planning method has shown many disadvantages, such as fundamentally ignoring that the

landscape is an organic system; General planning tends to be lagging and passive; Leaving a lot of land lying idle, wide roads lying idle and airports in debt; The relationship between city and environment is reversed.

As a planning method, ten strategies should be reflected in the design of urban ecological infrastructure with the concept of "emotion".

First, maintain and strengthen the continuity of the overall landscape pattern. The first step in urban development planning is to preserve the continuous passage permanently. The second is to protect and restore the natural form of urban and suburban river systems. The meaning of river is not only flood discharge and flood discharge, but also the ecology and heritage. It is the interface of life, the interface of urban landscape and the leader of urban image. The third is to protect and build a diversified native habitat system. Special attention should be paid to the preservation of a large number of native habitat systems in cities. Fourth, protect and restore the wetland system. Rivers do not solve the problem of flood control, but wetlands can realize the function of water storage. Fifth, dissolve the city, protect and utilize high-yield farmland as an organic part of the urban green space system. The sixth is to dissolve the park and make it the substrate of the city's life. Seventh, open special green space to improve the overall green space system of the city. Eighth, the establishment of vehicle-free green corridors, in the city to form a network of bicycle lanes. Ninth, the establishment of green cultural heritage corridor, heritage corridor, heritage canal as the future development strategy. Tenth, combining the suburban shelter forest system with the urban green space system, the original suburban shelter forest system is brought into the urbanization to protect.

4. The concept of "emotionalization" is used to design the building

For some historical buildings, should be protected, for some old buildings, must be conducted in gradually improve, reconstruction in recent years, the "emotional" for some new building more in need of a new creative design, in-depth excavation of the building itself has the connotation, make these buildings become a classic in the near future.

5. The idea of "emotionalization" is applied to the planning and construction of new countryside

"Emotional" means to give priority to the planning of the new countryside, mainly aiming at whether the pattern between the countryside and the surrounding mountains and rivers has continuity. At the same time, it is necessary to establish the rural ecosystem, ensure the diversity of the rural ecosystem, safeguard the natural state of rivers and water system, and restore the wetland system. New countryside planning and construction must hold to adjust measures to local conditions, to combine the rural location and the surrounding natural environment planning, rural specific planning process should consider from the countryside actual situation, the formation of the natural villages to characteristic, at the same time to protect traditional cultural heritage in the countryside, some of her building to synchronize to the new rural construction planning and design. Rural areas are villages with agricultural civilization. They are mainly based on natural environment and have excellent village culture. The purpose of planning and design for rural areas is to improve farmers' living quality and make their living environment more comfortable and warm from all aspects. However, the opinions of villagers should be respected in the specific planning and design of rural areas, and the planning should not be carried out blindly."Emotional" concept, is to solve the problem of rural ecological, on the basis of good rural agricultural civilization is the village, mainly as the basic carrier of the natural environment, has the good village culture, the rural planning and design, the purpose is to make farmers from all aspects of quality of life has improved, let farmers live more comfortable living environment. Using some new ideas and new ideas, yu can make the rural ecosystem more complete.

6. Conclusion

In contemporary society, the speed of economic growth has accelerated, and the environment around us is also changing. Under such a background, people should make scientific predictions on the development trend of our country in the future, to protect the environment around us.

1) Emotional design concept extends the value of urban and rural planning and design. Making the design full of aesthetic feeling, full of interest and affinity, shorten the distance between design and people; At the same time, the emotional design of urban and rural environment satisfies people's demand for expressing individuality and realizing self-aesthetic value, thus achieving the ultimate pursuit of urban and rural planning designers - beautify the environment at the same time to meet the inner spiritual needs of people.

2) The concept of emotional design reflects the emphasis on the concept of humanization.

Emotionalized design not only meets the basic functional needs of consumers and users, but also provides a way for users to express their emotions and meets consumers' consumption demands with humanized concepts. Incorporating emotional concepts into modern urban and rural planning and design is the right way to adapt to social development and consumer demand. The spiritual significance and cultural connotation it emphasize show more concern and care for human nature, and reflect modern people's higher pursuit of spiritual world on the basis of satisfying abundant material.

To sum up, urban and rural planning and design is carried out by using the "emotional" concept, combining the natural landscape and cultural landscape in urban and rural areas, so that the overall planning process can be carried out simultaneously. The "emotional" concept is applied in urban and rural planning and construction, which is conducive to the coordinated development between urban and rural areas and solves the ecological problems faced by rural areas.

Acknowledgments

This research is the research result of the 2019 Scientific Research funding project "Research on Artistic Regeneration and Humanistic Value of Courtyard Culture in New Rural Areas of Liaoning Province" by The Education Department of Liaoning Province.: LCW201903.

Of this research is to reform of teaching of undergraduate course of common higher education in 2018 in Liaoning province department of education research project "the service of the construction of new rural environment art design major application transformation and applying new model research production and education research, project approval number: 911.

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