Research on the Form of Visual Order in the Design of Urban Scenic Spots

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Abstract. Visual order is a kind of regularity, an orderliness of things' existence, movement, development, and change. The identification system of scenic spots uses symbolic expressions, and is a collection of scenic spot information systems. Under the guidance of visual order, the urban landscape logo design arranges and combines the various elements of the scenic spot logo, and organically combines them into a huge system, thereby strengthening the affinity of the city and the construction of high-quality culture in the city, and improving the taste of the city.

Keywords: visual order; scenic spot; design principles.

1. Introduction

In the current era, the economy is developing rapidly, the people 's material living standards are improving, the economic structure of various parts of the country has gradually transformed, and the rapid development of tourism has been increased. According to data analysis in the past 30 years, the number of people traveling in the world has increased dramatically, and the tourism industry has entered a stage of rapid development. Therefore, the economic income of the tourism industry has doubled, creating value for the national economy. Driven the economic development around the tourism industry, but there are still many problems in the construction of the scenic area. The public identification system in the tourist area plays an important role as an important part of the public service system, especially in operation and maintenance. And overall management. Many scholars and institutions have evaluated the integrity of public identification systems in tourist attractions in many aspects. Among them, integrity and security are relatively high. It can be seen that these are important in the construction of tourist attraction identification systems.

2. Overview of Visual Order

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Man's feelings about order are a kind of feelings built on the basis of human biology. This feeling is generally divided into two levels, namely feeling and perception. Visual order is the first time that Gordon Cullen of Britain proposed the importance of visual order to the city in 1960. Among them, he emphasized that visual order is the overall continuity of order and the dynamic feeling of order. Visual order is human experience. It mainly comes from the perception of nature. Through the perception and selection of physiological order, the isomorphism of psychological order is achieved. The process of visually conveying the sense of design is exactly the process of our perception and creation of formal order. People have a profound physical and psychological impact, and it is also a reflection of the characteristics of the city. The visual order in the design of urban visual image should not be a simple form, but a content that infects people.

2.2 Derivation of urban Visual Order

urban visual order is a regular externalization of the internal structure and characteristics of the city. The formed visual structure is manifested as the orderly appearance of the city's external visual presentation. It is a practical combination of visual order, space and regional culture, which originates from the living environment and human survival needs. The urban visual image feature is an open system that is constantly evolving. Generally speaking, it can be divided into two

characteristics: organic generation and acquired creation. Among them, the visual image characteristics created by the day after tomorrow are of great significance to urban development.

2.3 Urban Scenic Visual Guidance System

The design of the urban scenic spot logo represents the urban image and cultural background to a certain extent, including political, economic, environmental, national culture, people's cultivation, international communication and other aspects of development status. Therefore, the design of the visual guidance system in the urban scenic area In the design, designers should use a lot of traditional national patterns or visual cultural forms of the city's local characteristics, so as to clearly express the city's own local characteristics. In this way, cultural innovation can be carried out while inheriting and protecting the traditional culture of the nation, creating a new design form and connotation of the urban visual guidance system. There are too many people in the scenic spot. In the design of the logo, the people should be guided to make accurate sightseeing tours. In order to design an excellent urban visual guidance system, it is necessary to investigate the overall layout of the guidance system and determine the location of the navigation system in the early setting. This will ensure the reasonable functionality of the guidance system to enhance the affinity of the city and the high-quality culture Construction and upgrading of the city.

3. The Orderly Embodiment of the Logo Design of the Two Urban Scenic Spots

3.1 Diversified Logo Materials

The texture of a material is the physiological or psychological response that people make to the material in the visual or tactile sense. It is the physiological and psychological experience of people on the surface characteristics of the material, such as the experience of softness and hardness, slippery, toughness, and turbidity. In the environment of the scenic area, considering the emotional needs of tourists, different materials are used according to the needs of the surrounding environment to maximize the experience for tourists. Carry forward the characteristic culture of the scenic spot, clarify the theme of the scenic spot, pay attention to innovation and quality.The development of science and technology has also brought more choices of materials to the scenic spot logo. The closer and more natural the material is, the greater the comfort. The guide system of the scenic area echoes the cultural characteristics of the scenic area, and is appropriately expressed and publicized. It has a planned and orderly arrangement and integrates with the scenery of the scenic area.

3.2 Variety of Logos

The form of logo design for urban scenic spots should be rich and diverse, not only including the guidance of tourists and friends with good physical conditions, but also the needs of friends with special needs or disabilities, including maternal and infant rooms, danger Under circumstances, space evacuation routes, instructions for safe-haven command locations, etc. Visualize, auditory, and tactile information according to the needs of different groups of people.

3.3 Standardization of Logo Culture

In the context of the "Belt and Road" initiative, China has continuously expanded its space for external development. More and more foreign friends come to China to study and communicate, and urban scenic spots often become popular check-in locations. For international friends who have just entered China, the Chinese and English logos in public places are an important tool to guide them to become familiar with Chinese cities. In this regard, every city should pay attention to the translation quality of Chinese and English signs in public places. When viewing the signs, tourists need to clearly identify the meaning of the signs within a few seconds. Once the meaning of the logo is viewed and understood for more than one minute, tourists will become irritable, not only cannot understand the meaning of the logo, but also affect the travel mood. Guarantee to provide correct and concise Chinese and English logos for international friends.

4. Design Principles of Urban Scenic Spots under the Guidance of Visual Order

4.1 Color Recognition Principle

Color has an important influence on human psychology. Objectively, in terms of natural viewing and social activities, color is objectively a kind of stimulation and symbol to people; subjectively it is a reaction and behavior. Good color matching can improve the recognition of the logo.

There are certain differences in people's visual areas in different environments. In scenic spots, the location of the guide signs is generally above the crowd, especially in areas with dense crowds such as entrances and exits. Therefore, the logo design of the scenic area puts forward higher requirements for color recognition. The stronger the contrast and eye-catching of the color, the easier it is to attract attention. Of course, based on human considerations, the emotion of color must also be considered on the basis of improving color recognition. effect.

4.2 Location Security Principles

The principle of safety is the first principle for the design of scenic spots. The purpose of the scenic spot design system is not only to provide convenience and guidance to tourists, but also to make it more safe and convenient to move in public spaces. In an environment where there is a large amount of passenger traffic and relatively complicated personnel exchanges, a reasonable placement of signs can mobilize the user's attention within an effective range and thus play an instructive role. At the same time, in the selection of the location of the mark, the safety of the placement of the location must be guaranteed.

4.3 Principles of Environmental Friendliness

The design of urban tourism scenic spots should fully consider the city's own business scope, environment, culture, history and other conditions, and design a logo-oriented system with its own characteristics to avoid being uniform. The sign design full of regional characteristics can become a personalized symbol of the city. This symbol is unique, it can distinguish the city from other cities, and make the local people and foreign tourists have a sense of identity. In addition to adapting to local cultural characteristics, the scenic spot logo should also have an environmental protection tendency. In addition to the matching of graphic types and language styles, it should also be related to the individual's own sense of environmental friendliness. The stronger. The higher the sense of environmental friendliness of a tourist, the more persuasive it becomes, and the more likely it is to accept the point of view of information demands of environmental protection signboards.

4.4 Humane Care Principles

The core value of humanistic care design theory is "people-oriented". "People-oriented" emphasizes embodying human values and equal life. The "people-oriented" idea in modern design refers to the people's behavioral needs as the starting point in the design process, people-centered, and "people-oriented" as the criterion for judging the quality of design. Specifically, the humanized design can satisfy both the user's physiology and the user's psychological needs. The survey data shows that due to the effects of congenital or acquired nature, the physiological structure has undergone tremendous changes and has been discriminated by the outside world. More than 90% of people with disabilities have a psychological tendency to inferiority. Therefore, in order to realize the humanistic design requirements in the design of scenic spots, it is necessary to adopt barrier-free design, pay attention to and respect the psychology of vulnerable groups, meet their needs, and build reasonable facilities and services.

5. Conclusion

As an iconic place in urban scenic spots, the sign recognition system can give the city individualized characteristics, and bring people a positive image influence, and gain the cultural identity of the masses. Good scenic spot design can improve the affinity of the city and create

opportunities for the city's sustainable development in the future. Establish an identification system related to the city image to facilitate the management of the city image by the relevant departments, so that the city image can face the general public in an overall attitude, and highlight the unified image of the city, thereby establishing a city cultural framework.

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