

Design of Guangzhou city cultural symbol based on visual marketing

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Abstract: With the advent of the era of information globalization, the development of urbanization has reached a climax. Cities need to improve their competitiveness, build and promote city brands, and build a distinctive and soulful city image, which has become a necessary trend for the construction of urban culture. As the political, economic and cultural center of south China, Guangzhou has inherited and inherited the ancient and diversified culture. In this flood of development, Guangzhou should find the correct positioning, establish the brand cultural image of Guangzhou alone, occupy a place in the major cultural cities, and remove the misunderstanding of “cultural desert”. Based on the understanding and research of Guangzhou, on the basis of characteristic culture, different cultures through the Guangzhou culture symbol in the field of visual design, to achieve through graphic symbols understanding the culture of Guangzhou, is not affected by the language, different geographical, cultural barriers, to Guangzhou in the new period to better inheritance and innovation, but also builds slightly make recommendations for Guangzhou.

1. The importance of city cultural construction

Since ancient times, human beings have been using visual symbols to record daily life. Until now, visual symbols not only record the culture of The Times, but also shoulder the responsibility of inheritance and communication. Today's era is an era of image reading and multi-cultural integration. How to use concise, intuitive and aesthetic visual symbols for information transmission and cultural inheritance is the mission of art designers.

What is the sign? A symbol is a sign or symbol that people have agreed upon to refer to a particular meaning. Many famous linguists and philosophers have made various interpretations on the concept carrier of coincidence. Such as the Swiss linguist Saussure two factors of symbol definition (that is, the symbolic form, symbols, content), the father of the American philosopher semiotics Pierce three factors of symbol definition (that is, the symbolic form, symbol referents, explain), Germany Bohr's four factors of symbol definition (that is, the symbolic form, symbol concept and symbol meaning, perception of symbol), and so on. In semiotics, a symbol is defined as having five elements: the form of the symbol, the concept of the symbol, the object of the symbol, the context of the symbol and the meaning of the symbol. In short, a symbol is a mark or mark that refers to a certain thing in a certain way, expresses a certain intention and carries a specific meaning on a certain level.

Signs are signs of meaning, and meaning is usually expressed in a symbolic form. Graphics and text are the two most common forms of visual communication. Most of life's examples prove that people's reading comprehension and memory of graphics are better than words. People read words, word by word order linear reading, and then to memorize its meaning, time and effort; However, reading graphics is a two-dimensional reading, which can be used to read the overall picture or some details of the picture, and then to understand and memorize the meaning of the overall picture, so as to deepen the impression of specific details.

Graphic symbol is a form of visual symbol which takes graphics as its main feature and is used to convey some information. Graphic symbols are intuitive, concise, easy to understand, easy to remember, and convenient to convey information. They are not limited by age, education level, region and language, and are widely used in various fields and industries of social production and life. Graphic symbols can be divided into three categories: symbol, equipment symbol and technical symbol.

In today's information age, although text symbols have played an important role in transmitting,

updating and recording information, they still cannot replace the role and function of graphic symbols in the field of visual communication. In the rapid development of information society, graphic symbols can ignore the obstacles of language, national boundaries, culture, region and time, and realize the important bond of mutual communication.

2. The characteristic culture of Guangzhou

Guangzhou is the central city of Cantonese Culture which is the leading representative of Lignan Culture, and Cultural Guangzhou is one of the goals set in Guangdong building blueprint. Among the numerous cultural trends in Guangzhou, the ten most distinctive cultures represent the image and cultural connotation of Guangzhou. According to the static and dynamic, the cultural symbol forms of Guangzhou are divided into the static material cultural forms, which are manifested as the historical culture, natural culture, urban culture, humanistic culture, architectural culture and food culture. The dynamic non-material cultural forms are manifested as music culture, folk dance culture, folk culture and religious culture. Whether it is a static form of material culture or a dynamic form of immaterial culture, the design is materialized with a kind of material that can represent this culture. A group of graphic signs belonging to Guangzhou culture are completed with a graphic symbol combined with the form of related Chinese characters to represent the image of Guangzhou.

Kapok is a graphic symbol of Guangzhou's natural culture and represents a business card of Guangzhou's beautiful charm. A heroic flower, a heroic city, a heroic nation, a heroic story. Kapok was used as the main figure in the design. The theme colour is mainly red. Red not only expresses the history of hero's blood red, but also expresses enthusiasm and enthusiasm. Guangzhou is an inclusive and humane city, warmly welcomed and warmly embraced, so that the new Guangzhou people quickly integrate into the life here, become a part of the cultural struggle for the city.

For example, Guangzhou city cultural graphic symbol - Guangzhou tower. In the construction of urbanization, the landmark building is a name card of Guangzhou. Guangzhou tower, like a beautiful graceful posture of the small waist, modern architectural structure design novel, not only maintain the beauty, but also the pursuit of practical and solid. In this reinforced concrete forest, has become a bright scenery. Especially in the night scene, the twinkling lights of Xiao man waist add irreplaceable charm to Guangzhou In the design, first outline the shape of Xiao man waist with lines, and then fill the interior of Guangzhou tower wire draft with four colours of red, orange, blue and green to show the colourful clothes they wear at night.

The historical and cultural graphic symbols of Guangzhou are Wuyang statue, the graphic symbols of Guangzhou's humanistic culture are pearl river and bridge, and the graphic symbols of Guangzhou's folk dance culture are lion dance, The graphic symbol of Guangzhou folk culture is the birth of BOLUODAN, Guangzhou religious culture graphic symbol is the Guang Xiao Temple, The graphic symbol of Guangzhou architectural culture is "Xiguan" House. The graphic symbol of Guangzhou catering culture is tea, It is also possible to take a variety of visual strategies to suggest reconstruction design.

3. The development trend of city cultural symbols

The cultural symbol has the very strong Abstractness, the implication significance is special, the connotation is rich. It is an Abstract embodiment of the characteristic culture of a region, a nation and a country. In the future, more and more attention will be paid to urban cultural symbols, and they will present the following characteristics: globalization, informatization, digitalization and networking.

Opportunities brought about by economic globalization, With the implementation of policies of guangdong-hong kong-macao greater bay area and One Belt And One Road, urban construction has not only confined to conform to the demand of the public, but the need for a representative symbolic city business card, therefore, carrying the culture symbol is more important, through cultural symbols, and let the city get more people's attention. Therefore, it is obvious that traditional media cannot meet the requirements of the era of digital development.

Go digital, visual design in the rapid development of computer software now, design in addition to

the traditional painting, spray paint, a lot of creative design can rely on the computer drawing software, design some unexpected effects. More synthetic visual designs using computer software were born. Moving to the network, the network, computer, mobile phone has become an indispensable part of urban life, many traditional printing industry can not compare with the speed and breadth of communication of the electronic industry. Now you can get what you want or information or share what you want to express without leaving your home, just by pressing your mobile phone or mouse. Therefore, cultural symbols no longer just appear in the traditional printed brochures, no longer just appear in the light box advertising, this electronic network, so that the rich connotation of the symbol, can quickly spread throughout the world. This is the network affects our life, affects the construction and development of our environment.

The strategies and trends of urban cultural symbols are far more than these. Building brand image, designing cultural symbols and communicating them visually is one of the ways. However, this way is far from enough. More means should be used to spread it more widely and comprehensively through the Internet and images, regardless of region, language or time, so that more people can recognize, learn, accept and inherit this culture. The combination of culture and visualization is a problem that must be paid attention to and innovated in our future development.

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