

Design of Traffic Guidance System based on Regional Graphic Language

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Abstract: With the development of the economy, the design of regional culture in the city guidance system plays an important role in promoting the urban cultural process. The interpretation of regional culture in the guidance system can bring a good visual aesthetic experience to people's psychology, and it is also crucial to the inheritance of culture. Based on the research of urban guidance system, this part of regional culture is explored, and the characteristics of its guide design are analyzed, which provides a reference for regional culture design in urban guide system.

1. Introduction

As a special spatial language, the guide system not only can transmit information, provide humanized service, and a harmonious and orderly space environment, but also enables people to use the specific symbol system to understand the human content and space of the regional space. There is a perceptual understanding and understanding of the intentions and other aspects, which effectively change the cultural atmosphere and artistic variety of the space. The form of the guide system is diverse and has no specific form, but it plays a different role in a specific environment. Its function is that it organically organizes urban space and human behavior, constitutes urban landscape, and improves traffic conditions. Maintaining a multi-functional function of improving the ecological environment, providing places, providing feelings, and inducing orderly development of the city; on the other hand, forming a unified and continuous guidance system in a specific environment, and fully explaining the system, the purpose of which is to solve The problem of people getting lost in space is people-oriented and serving people.

Semiotics is a science that studies symbolic structure and life. It is a general theory for studying symbols, symbolic phenomena and symbolic systems. It uses symbols as research objects to study the nature of symbols, the development and change of symbols, and the meaning of symbols. Study symbols and symbols, symbols and human activities, symbols and reflections, symbols and objects. Semiotics is a general theoretical discipline that studies symbols. In general, when a thing represents another thing as an alternative to another thing, its function is called a symbolic function. Human beings often use a certain thing to express another thing in the daily gathering life, with the understanding of nature, social thinking, human behavior, through shape, text, color, modeling. A comprehensive analysis of materials, sounds, expressions, and movements, understanding the meaning of another thing it represents. Just like we see the red light stop, the green light can pass. People will understand the meanings carried by symbols according to their own experience, and form a communication between people in the process of creating and using symbols. Human cognition is based on the artificial symbol system, which distinguishes the difference between symbols and signals, while the latter emphasizes naturalness. In January 1969, the International Association for Semiotic Studies (IASS) was established in Paris, France, marking the establishment of modern semiotics. The study of symbols is gradually becoming an important category of modern philosophical research. In the early days, it mainly studied languages, and later incorporated methods and research results in philosophy, logic, anthropology, psychology, sociology, and communication and information science.

2. The value of regional culture in the city's guidance system

It is mainly divided into two parts: natural factors and human factors. Natural factors: The Chinese nation has a long history, and the differences in regions have led to differences in urban culture, which is an important part of national culture. The difference in temperature and precipitation between the north and the south will affect the choice of materials and other factors. Nowadays, most of the guidance system design in China is model production, but the difference between the north and the south should be considered, and the size and material should be adapted to local conditions. Human factors: Humanistic care is a part of human factors. The design of the guidance system should be based on the use of traffic participants as an important reference. It should be investigated on the basis of reasonable data, taking into account more humanized design. It's not just a logo, it's more of a concern. In consideration of natural factors, we must also consider economic factors and avoid extravagance and waste.

The color is highly recognizable, reflecting the culture and charm of a city by giving the traffic participants no psychological feelings. Designers should first understand the regional culture of a city, understand the main color of the city, and use the color in the process of design, or use a lot, or embellish, make the color become the crowning touch of the city.

The material is a bridge between the communication participants and the guidance system. It not only gives a visual impact, but also gives a tactile influence. For example, Xilai Ancient Town in the western Sichuan Plain, the streets of the entire ancient town are paved with blue bricks, and the houses are made of wooden structures, all of which exude history. In ancient towns, the guidance system is a combination of wood and metal materials, giving people a sense of being in the history. The combination of wood and metal is also the technique used by many designers.

Graphic elements may present cultural features more directly than colors and materials. The refinement of graphic elements can be combined with modern design techniques to present another effect. Graphic elements with special meanings of the city can better reflect the urban context and become more popular.

The basic planning of a city must reflect its own regional characteristics, which is itself a way to show urban culture. At the same time as urban infrastructure and buildings continue to develop, people's concept of life is also constantly improving. The integration between cultures promotes the development of urban diversification, which is also an inevitable trend of the development of the times. In the design of the guidance system, it is necessary to follow the footsteps of the times, and to integrate the regional culture, it is also necessary to innovate the traditional culture, so as to facilitate the continuation of culture. The law of modern design development is to control the local development through the whole, and then express the overall style through partial changes. In the city guide system, it is a whole, each part has different design methods and precautions. The addition of each element needs to take into account the overall harmony and unity. Regardless of color or material, attention should be paid to harmony. . If the design of the guiding system of a city does not merge with each other but exists independently, then the meaning of existence is lost.

3. The relationship between graphic language and space in 4 guide system

Graphics are two-dimensional in the eyes of most of us, but the two-dimensional graphics language is closely linked to the three-dimensional space we are in. In the design of the guide system, the two-dimensional graphic language is designed to be three-dimensional, which is more conducive to the understanding and beautification of the space. The graphic language is actually the visual language in space. Since it is a language of space, there are also many graphic works that use the unique language features of the space to create ideas and convey information. Designers also take advantage of the graphical language features in space.

In today's society, the digital system has led to the complexity of the living environment, and the form of the graphic language in the guide system has also become rich and colorful. In different spaces, graphic languages present different forms. Graphic languages such as shopping malls,

libraries, museums, hospitals, and stations all have their own characteristics, which are consistent with the particularity of each place. Medical: By creating a colorful guide system and analytical icons, the patient creates a warm environment and reduces the patient's nervousness, especially for children's medical centers, which can reduce children's fear and match the icons of children. Entertainment: Through the combination of materials, the guide logo is highlighted in a soft and bright environment. The creative application of the guide shape makes the three-dimensional sign clearer, and simplifies the layout planning of the road sign guides in different regions. It is simple and easy to understand. modern. Activities and culture: Simple and intuitive, it can impress people, and it is full of fun for different fields of art design. Through effective icon design, it conveys a simple visual effect. Zoos and parks: Make full use of the shape and elements of the building to create a suitable environment for visitors, and also integrate animals and landscape elements. The designed guidance system is eco-friendly and artistic, but the guide system is mainly It is also for tourists to find the right direction and to be in harmony with the surrounding environment and architecture. Schools and Libraries: The logos are used as the main symbols to provide students with directions and related information. The pictographic logos are applied to the glass of the doorway window. It also makes the students and teachers feel a little interesting. .

The graphic language in the guidance system is a must for society, and it is also the visual language for people to obtain public information. The graphic language in the guidance system serves the society, and the social development has a common development and cultural level improvement, and social harmony. Develop together. Nowadays, the city is expanding on a large scale, the population is increasing and growing, and the economic and cultural living standards are becoming more and more prosperous. Therefore, the graphic language in the excellent guidance system will play a key role in the overall improvement of the environment. A perfect graphic language can not only reflect the cultural level of a society, but also show the progress and prosperity of this society. The graphic language in the guidance system will also become a beautiful landscape in this environment, and it is an indispensable part. .

The graphic language in the guidance system is closely related to human behavior. The information content conveyed through the graphic language must be based on the human behavior pattern, and then the human behavior is organized and guided. Of course, a clear graphic language can make people in an unfamiliar space environment, can help people find directions in a timely and accurate way, can play a role in streamlining, solve the problem of crowded people, People save time and increase efficiency. In any spatial environment planning and design, the graphical language in the guidance system is very important for the planning of the streamline. If there is no reasonable streamline planning and design, then there is a great readability for the space environment and the items. The impact, a reasonable streamline, can make the whole space rational, and will not cause confusion, so a clear graphical language in the guidance system can handle the streamline problem of the entire space just right, giving people While providing convenient services, it also increases the overall streamline level of the space.

4. Conclusion

The graphic language in the guidance system serves as a language that transcends national borders and plays an important role in space design. Graphic language can quickly and accurately transmit information to people, so that people can understand and understand the information content. Similarly, in the design of the guidance system of the graphic language, it can only exert its practical value if it conforms to people's behavioral characteristics and has full use functions.

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