

Research on Service Design of Guide System

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Abstract: In modern life, the environment that people experience every day needs guidance to provide intuitive guidance. The guidance system plays a role in guiding, visually identifying and publicizing the environment. It is essential in modern life. In today's design, it is particularly important to better design the guidance system so that it can play an efficient role in both functionality and vision.

1. Introduction

As an irresistible commercial evolutionary achievement, urban complexes develop large-scale commercial building spaces in the direction of compounding and clustering, forming groups or compounding forms, adding a lot of modern significance to the city, and it is bringing us new horizons. , New experience, new senses, but also brought new obstacles to life. This obstacle is reflected in a new and strange space for people living in the city every day. And strangeness means distance from Yu. In the urban complex, people from different nationalities and regions, even foreign countries, communicate, live, study, entertain, and relax in such an unfamiliar large space environment, which requires that the urban complex must have A safe, reliable and effective guidance system helps people meet the needs of work, life and study in such a strange space as soon as possible. Although the guide system is relatively small compared to an urban complex, it is related to the development level of modern corporate culture and civilization, the quality of operation and management and the quality of service of an urban complex; it is related to the convenience, comfort and quality of life of all consumers Promotion, as well as the cultural taste and human emotion of the soft environment of the entire urban complex. The development of the city needs economic support, and the perfect presentation of the urban complex requires the service and support of a safe, effective, and orderly guidance system.

2. Concept of Guide System

The guide system is a systematic and continuous system for the audience to transmit spatial information in the space. It enables people to quickly recognize, understand, and further use the space in the space. As a mode of existence that assists people in a series of moving behaviors in the space, its serviceability is embodied by both parties. On the one hand, to effectively serve the main body of the space where it is located, it needs to be integrated with the architectural landscape, main body characteristics, and service functions within the regional environment. So that the subject can have its own unique style, systematic display and has easy-to-identify functions. On the other hand, the more important service of Guiding is to the audience. Provide more complete help for the convenient movement of the audience in the space. In the process of designing the guidance system, how to achieve the most suitable information transmission function through the reasonable combination of graphics, text and colors is another key point of the guidance design. A complete guide system is composed of multiple levels, and the level is the range. The larger the range and the more levels, the more complicated the guide system is. The guide system is classified according to the spatial level of the city, including the city boundary guide system, city administrative traffic guide system (bus sign system, parking guide system, road guide system, pedestrian guide system), urban commercial area Guidance system (commercial complex, residential area, office building, etc.), urban public area guidance system (park, square, pedestrian street, etc.), urban cultural

tourism guidance system. In a city, the composition of a complete guide system needs to rely on different dominant vision cards, which is the core logo display of an area or theme; sub-guide cards are mainly used for sub-regions, sub-themes or regions. Secondary entrance; direction guide; positioning guide, such as building number, house number, name plate, etc.; quantitative guide, such as warnings and prompts, most of which are expressed in size, number, urgency, lightness, etc. Guide signs and positioning signs can be written together to create a beautiful and readable beautiful movement in this city.

3. Analysis of the Visual Elements of the Guidance System

The design and use of text in the guidance system design need to consider many factors. Which font looks the clearest in the farthest place? Which font can match the style of architectural decoration? Which font best reflects the company's image? One must pay attention to the functionality of the font design, mainly reflected in the readability of the text. In terms of sex and easy recognition; second, the mutual coordination with the surrounding space environment; third, the consistency with the shape of the guide board as much as possible. Generally speaking, the general decorative fonts are not suitable for the guidance system. Because the ultimate goal of the guidance system is to convey concisely and clearly information, therefore, in our country's urban guidance system design, unadorned bold and isoline bodies with more and more uniform thickness are often used. Overseas, in the design of English fonts, the Times font, Helvetica font, and Frutiger font are used more frequently in scenic spots. In addition, we must pay attention to the clear recognition of the font information on the guide board under different light conditions, such as the font on the night light box guide board, the line width is too narrow or the font size is too small, it is easy to produce a light or handwriting. Clear negative impact, this problem is present on the guide boards in many areas in our country today. Designers should consider and solve the problems that exist objectively in various environments when designing and making.

The guide-shaped symbol is a graphic with its own unique composition principles in the space environment. Its significance is to emphasize the information functionality of the guide guidance. Its morphological design is different from the image-type logo graphics in a specific environment. It is normative, versatile and scientific, and its application range is wider than the logo graphics. The logo is required to be designed around the purpose of clear information and quick transmission. Therefore, the guide-shaped symbols generally present a highly generalized and simple style in visual form, which guides the orientation, determines the position, establishes order, and prompts in practical applications. Security and other functions, so the composition of its graphic elements has normative restrictions but not arbitrary. The process of designing guide-shaped symbols to convey information is the process of classifying, filtering, simplifying, and disseminating various types of information in social life.

4. Design Method of Guide System

The guidance system has an important service role for society and individuals, so how to better display its serviceability through design requires the designer to use multiple methods in the design process to achieve the purpose of service. If you want to better reflect the serviceability of the guidance system, you need to grasp the functionality and beauty of the guidance system. The functional display relies on different materials to communicate with the audience. Therefore, the design process needs to be comprehensively considered from the materials, and needs to be in accordance with the local environment, and adapt to local conditions, so as to design and manufacture a suitable and durable guide system that integrates with local characteristics. There is still a need for rational design in each layout, step by step, interlocking, so that the audience has clear control of the general direction in the environment, even the first visit can quickly find the target area, save time and improve effectiveness. The audience's first contact with the guide is more visual perception, so it can be seen that the guide design is better for the public, and its beauty is also important. In the guide, the graphic symbol is the most intuitive first. It refers to the visual

symbol that transmits some information through the graphic. The design of the graphic symbol can communicate the information more intuitively. It can also be passed during the design process. Changes in graphics to achieve the overall expression of interest and characteristics.

In addition, fonts, as the key to conveying textual information, also have an intuitive and important role in vision. The choice, transformation and arrangement of text have a direct impact on the effect of information transmission. The font needs to be combined with the characteristics of the environment, and the graphic features need to be consistent. In addition, color is also a more intuitive expression, which has the power to seize the people first, and it has an important impact on people's emotional responses and changes. The use of different basic colors is also a reflection of the characteristics of different places and environments. Guide design appears more and more frequently in life, and plays an important role in the development of individuals living in society and society itself. For the outlook of the service system of the guide system, it is mainly necessary to adapt to the current general direction of social development, adapt randomly in the design process, and actively adjust so that the guide system can better serve the society and the audience.

“Seeing is believing, hearing is false”. The reason why humans have such trust in their own eyes is not unfounded. The recognition of any shape of anything we see is based on the countless visual experience of our eyes. If we are in a familiar, but completely dark space, then we will only be able to locate and discern our direction with the help of familiar objects (by virtue of memory). Therefore, all kinds of new empirical graphic signs that people see are related to the meaning of various shapes that have been seen in memory, and the understanding of the new graphics is not recognized, but is completely affected by the past the impact of experience. The symbol “knife and fork” is often used in the guide system as the meaning of restaurants and meals. Because the development of the guide system in Western European countries is much earlier than that in China, the dining tools in Western European countries are mainly knife and fork. It is widely used in the meaning of restaurants and restaurants around the world. However, the traditional dining tool of the Chinese people is tableware, which is very different from the habit of knife and fork. Therefore, the guide system in the 2008 Beijing Olympics changed the graphic logo of the restaurant into tableware. The connotation expressed in this way is easier for the Chinese to understand and has a very important national value. Now, in many places in our country, we begin to use tableware graphics to make the meaning of the restaurant. Modern guide systems are also widely used in this graphic logo, which is mainly determined according to the visual habits of the special environment in which Chinese people grow and the repeated recognition of the senses. Although the internationally unified standard for graphic logos is currently admired internationally, humans have very different environments and sensory habits in different regions and different ethnic groups. Therefore, according to people's visual habits, in different countries and different ethnic customs areas The designed guidance system should also have corresponding scientific adjustments and changes. When designing the guidance information of the guidance system, we can try to use some conventional graphics and images, which are easy to read and understand, and try our best to expand the audience coverage, so that people can Instant recognition, but at the same time, the characteristics of the local people must be added to make the creation of the guide system have both regional cultural characteristics and clear pointing functions.

5. Conclusion

The guide system is to help consumers easily recognize the points on the branches of the big tree in the urban complex. The traffic space in an urban complex is like a big tree, and the main branches and branches of the tree are the various traffic routes in the complex. Therefore, the guidance system design is an artistic creation that combines modern design concepts and modern scientific theories. Designers not only need extraordinary creativity, but also require ergonomics, environmental psychology, architecture, communication, etc. Many disciplines have full understanding, and can accurately grasp the physiological and psychological characteristics of people in the process of self-positioning and pathfinding in a strange environment. Therefore, a complete set of systematic design needs the wisdom of a team, and constantly sum up experience,

change innovation.

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