

Exploration on Visual Communication Design of Beautiful Countryside Space Environment

Jiang Zhu

Taiyuan Normal University, Jinzhong, 030619, China

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Abstract: In this study, the visual communication design of beautiful countryside's space environment was explored and some suggestions were put forward. Through case selection and analysis, this paper summarizes the application examples and experiences of visual communication design in the construction of beautiful countryside, and puts forward design principles and strategic suggestions. It is expected that the implementation of these strategies will enhance the rural image and brand value, promote economic development and industrial transformation, improve residents' quality of life and environmental quality, and promote the coordinated development of urban and rural areas and cultural inheritance. Adhering to the design principles of respecting rural characteristics, history, and culture, emphasizing participation and sustainability, focusing on functionality and aesthetics, and recognizing the importance of unity and diversity, along with implementing design strategies that deeply excavate rural characteristics and cultural resources. Strengthening the function of space orientation and information transmission, giving attention to the design of environmental art and public space, encouraging residents' participation, and fostering win-win cooperation are essential. Continuous promotion and brand building will contribute significantly to achieving the goal of constructing a beautiful countryside.

1. Introduction

With the acceleration of globalization and the advancement of urbanization, the problems of environment and development in rural areas have gradually become prominent [1]. In order to realize the sustainable development of rural areas, China put forward the construction concept of "beautiful countryside", aiming at improving the ecological environment and quality of life in rural areas and promoting the coordinated development of urban and rural areas [2]. In this process, as an important means, visual communication design can guide the rational planning and development of rural space environment through effective information transmission [3].

At present, the research on the visual communication design of beautiful countryside's space environment is still in its infancy [4]. Although some rural areas have begun to try to use visual communication design to enhance rural image and brand value, there are still some problems on the whole [5]. For example, the design lacks systematicness and integrity, which fails to fully reflect the characteristics and cultural connotation of the countryside; The design is too urbanized and loses the original charm of the countryside; The design lacks communication and participation with local residents and fails to truly reflect their needs and expectations [6]. Therefore, this study aims to systematically explore and study the visual communication design of beautiful countryside's space environment, and put forward a set of effective design strategies and methods to guide the rational planning and development of rural space environment.

2. Beautiful countryside space environment and visual communication design

2.1. Understanding of beautiful countryside's Space environment

The concept of "beautiful countryside" originated in China, mainly to solve the environmental and development problems in rural areas. Under the background of the new rural construction and

rural revitalization strategy put forward by China government, "beautiful countryside" has become an important concept to promote rural sustainable development [7]. Beautiful countryside's spatial environment is a comprehensive concept, which is not only the beauty of natural environment, but also the harmonious and sustainable development of human environment, economic environment and social environment. In the spatial environment of beautiful countryside, landscape, countryside, villages, buildings and other elements together constitute the unique features of the countryside [8]. At the same time, the rural spatial environment also bears multiple values such as rural history and culture, folk customs and industrial development. Therefore, to understand beautiful countryside's spatial environment, we need to comprehensively consider the natural environment, human factors and value connotation.

2.2. Research on the relationship between space environment and visual communication design

Visual communication design is a design activity of information transmission and communication through visual elements. It involves many fields of knowledge, including graphic design, advertising design, brand design, environmental design and so on [9]. The basic theories of visual communication design include: visual perception theory, which studies how human beings perceive and process visual information; Communication design principle, that is, to study how to effectively convey information and guide the audience's behavior and emotion; Brand and image theory is to study how to shape brand image and value through design. These theories provide basic design principles and method guidance for visual communication design in beautiful countryside space environment.

There is a close relationship between space environment and visual communication design. In the construction of beautiful countryside, visual communication design can create a rural landscape with local characteristics and cultural connotations through reasonable planning and design of the spatial environment, and enhance the overall image and brand value of the countryside [10]. In addition, visual communication design can effectively convey the information of rural resources and values through signs, guides and advertisements, attract more tourists and investments, and promote the development of rural economy.

2.3. Beautiful countryside space environment and visual communication design blend point

For example, Table 1 shows the blending point of beautiful countryside's space environment and visual communication design.

Table 1 The blending point of beautiful countryside space environment and visual communication design

Blending point	Beautiful countryside space environment	Visual communication design
Integration of environmental aesthetics and visual design	Pay attention to the harmony and unity of natural beauty and humanistic beauty	Create beautiful feelings through the design and combination of visual elements.
	Aesthetic ideas can be used for reference and integrated.	Aesthetic concepts can be integrated with each other.
	Together to create a beautiful rural space environment.	Participate in the construction of beautiful countryside's space environment together.
Coordination between information transmission and spatial orientation	Visual communication design conveys information	Transmit information through signs, guides, advertisements, etc.
	Play the role of space orientation	Guiding design helps tourists and residents to recognize and use rural space.
Win-win situation of cultural inheritance and brand building	Carrying a wealth of historical culture and folk customs.	Inheriting and displaying culture through design elements and symbols
	Visual Communication Design Molds Rural Brand Image	Enhance the visibility and attractiveness of the countryside.
	Promote the development of rural economy	Promoting the development of rural economy through brand building

As shown in the table, beautiful countryside's space environment and visual communication design are closely related and blended on the theoretical basis. Through the theoretical integration

and practical exploration of the two, we can promote the in-depth development of beautiful countryside construction and enhance the quality and value of rural space environment.

3. Practical exploration of visual communication design of beautiful countryside space environment

3.1. Case selection and its background

In order to deeply explore the visual communication design practice of beautiful countryside's space environment, this study chooses X village, a village located in China, as the case study object. Located between mountains and rivers, X Village is rich in natural resources and historical and cultural heritage. In recent years, with the development of beautiful countryside, X Village began to pay attention to the planning and design of rural space environment, so as to enhance the rural image and attract tourists. Therefore, the practice of visual communication design of rural space environment in X village is representative and typical.

3.2. Application example of visual communication design in beautiful countryside space environment

Visual communication design has played an important role in the construction of beautiful countryside space environment in X village. Specific application examples include: (1) Guidance system design: In order to facilitate tourists and residents to navigate in X village, designers have designed a set of perfect guidance system. The system adopts a unified visual style and symbolic language, and clearly indicates the locations of major scenic spots, public facilities and service centers through visual elements such as signs, guideboards and maps, thus improving the accessibility and recognition of space. (2) Village image design: In order to show the history, culture and rural characteristics of X village, designers create a unique rural brand image through village image design. The designer extracted the traditional architectural elements, folk symbols and natural landscape of X village, and innovated and combined them to form a visual image with local characteristics, as shown in Figure 1. These images are applied to publicity materials, billboards and souvenirs, which effectively convey the rural value and cultural connotation of X village.



Figure 1 Village image design

(3) Environmental art design: In order to improve the environmental quality of rural space in X village, the designers also carried out environmental art design. Designers set up artistic installations, landscape sketches and public works of art in public spaces, streets and landscape nodes, and create a pleasant space atmosphere and landscape effect through the clever use of visual

elements. These designs not only beautify the rural environment, but also provide visitors with a pleasant visual experience.◦

3.3. Challenges and problems in practice

In the practice of visual communication design of beautiful countryside space environment, there are also some challenges and problems. First of all, designers need to deeply understand the history and culture, natural landscape and residents' needs of the countryside to ensure that the design can truly reflect the characteristics and values of the countryside. However, in practice, due to the limitation of time and resources, it is often difficult for designers to fully understand and integrate into the actual situation in rural areas. Secondly, residents in rural areas have relatively low awareness and acceptance of visual communication design, and they may have resistance to new visual elements and design styles. Therefore, in the process of communication and cooperation with local residents, designers need to spend more time and energy to explain and popularize design concepts in order to gain their recognition and support. In addition, the practice of visual communication design in the construction of beautiful countryside still needs to face challenges in terms of capital and technology. Rural areas often lack sufficient funds and technical support to carry out professional visual communication design. Therefore, in practice, we need to seek the support and cooperation of the government, enterprises and all walks of life to jointly promote the development of visual communication design of beautiful countryside's space environment.

3.4. Summary and enlightenment of practical experience

By summarizing and analyzing the practice of visual communication design of beautiful countryside space environment in X village, we can draw the following experiences and inspirations: (1) The visual communication design of beautiful countryside space environment needs to be fully integrated into the rural characteristics and values. Designers should have a deep understanding of rural history and culture, natural landscape and residents' needs, extract representative visual elements for design innovation and combination, and form a visual image with local characteristics. (2) Visual communication design plays an important role in information transmission and space orientation in beautiful countryside space environment. Designers should pay attention to the practical application of guidance system, village image and environmental art design, and convey the value and cultural connotation of the village through the clever use of visual elements to improve the accessibility and recognition of space. (3) The visual communication design practice of beautiful countryside space environment needs to pay attention to the cooperation and participation with local residents. Designers should actively communicate and cooperate with local residents, understand their needs and expectations, and participate in the design process together to ensure that the design can truly reflect the characteristics and values of the countryside and gain their recognition and support.

4. Suggestions on the design strategy of visual communication of beautiful countryside space environment

4.1. Design principles and strategies

The principles and strategies of visual communication design of beautiful countryside space environment are shown in Table 2.

Table 2 Principles and strategies of visual communication design of beautiful countryside space environment

Design philosophy	Describe	Design strategy	Specific measures
Respect rural characteristics and history and culture	The design reflects the rural history and culture, natural landscape and residents' life, and avoids excessive urbanization	Dig deep into rural characteristics and cultural	In-depth study and excavation of rural history and culture, natural landscape, traditional industries, etc., and extraction of representative visual elements for design

	and commercialization.	resources	innovation and combination.
Emphasize participation and sustainability.	Encourage local residents to participate in the design process, ensure that the design reflects their needs and expectations, and pay attention to the sustainability and long-term benefits of the design.	Encourage residents to participate and win-win cooperation	Establish a resident participation mechanism to encourage residents to participate in the design process; At the same time, through the design project to promote the development of local industries, promote the employment and income of residents.
Pay attention to functionality and aesthetics	The design has aesthetic value, meets the practical use function and improves the practicality and comfort of rural space environment.	Strengthen the function of space orientation and information transmission	Optimize the design of guidance system to improve the accessibility and recognition of space; Through advertising, publicity and other means to convey the value and cultural connotation of the countryside, to attract more tourists and investment.
Unity and diversity	On the basis of keeping the overall design style unified, pay attention to the diversity and innovation of design, and avoid monotony and monotony.	Pay attention to environmental art and the design of public space	Improve the quality and attractiveness of rural public space through environmental art design means such as artistic installations and landscape sketches; Pay attention to the planning and design of public space to improve the utilization rate and comfort of space.
		Sustained promotion and brand building	By holding exhibitions, seminars and other activities, we will continue to promote the visual communication design achievements of beautiful countryside's space environment; Pay attention to the construction and dissemination of rural brands, and enhance the visibility and influence of rural areas.

4.2. Expected effect and influence

The implementation of the above design strategies is expected to bring the following effects and influences: (1) Enhancing the rural image and brand value: Showcasing the characteristics and value of rural areas through visual communication design to enhance the overall image and brand value of rural regions, thereby increasing their attractiveness and competitiveness. (2) Promoting rural economic development and industrial transformation: Utilizing visual communication design to boost rural tourism, attract more tourists and investment, and foster the growth of the rural economy and the transformation of the industrial structure. (3) Improving residents' quality of life and environment: Optimizing the rural space environment through visual communication design to enhance residents' quality of life and environment, fostering a greater sense of belonging and happiness among residents. (4) Promoting the coordinated development of urban and rural areas and cultural inheritance: Strengthening communication and cooperation between urban and rural areas through visual communication design to promote the coordinated development of both regions. Simultaneously, preserving and promoting rural history, culture, and folk customs to encourage cultural inheritance and innovation.

5. Conclusions

Based on the actual situation and needs of rural areas in China, this study explores the design concepts, strategies and methods of visual communication suitable for rural areas. At the same time, the study also pays attention to the needs and expectations of rural residents, emphasizes the participation and sustainability of design, and promotes the sustainable development of rural areas. It is very important to follow the principles of respecting rural characteristics and historical culture, emphasizing participation and sustainability, paying attention to functionality and aesthetics, and unity and diversity in the study of visual communication design strategy of beautiful countryside's

space environment. The implementation of the proposed design strategy will help to enhance the overall image of the countryside, enhance the brand value of the countryside, promote its economic development and industrial transformation, improve the quality of life of residents, and promote the coordinated development and cultural inheritance between urban and rural areas. In order to ensure the effectiveness of the design strategy, we should fully consider the actual situation in rural areas, encourage local residents to participate, and continue to promote and optimize the design scheme. Future research can further expand the research field and comprehensively consider the influence of other related fields, such as urban and rural planning, landscape design, sociology and so on.

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