

# Analysis of Regional Image Construction Based on Aerial Image Propagation

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**Abstract:** With the continuous development of technology, more and more cities use aerial photography to show the regional image of the city. As an emerging expression technique, aerial photography brings not only a defamiliarized and speculative perspective, but also a new spatial orientation and aesthetic feeling in the aesthetic sense. It provides a novel perspective on the construction of regional image, especially in places where the terrain and urban landscape are diversified. Through the dissemination of aerial imagery, it will be able to form a unique brand effect and contribute to the construction of regional image.

## 1. Introduction

Aerial photography refers to shooting a region from the air and obtaining a top view. The aerial camera can be controlled by the photographer, or it can be automatically shot or remotely controlled. It is different from traditional ground photography. Its unique perspective and aesthetic space create an aerial motion image that is not bound by the ground. The land gained freedom and liberation. The spatial orientation presented by aerial photography is no longer the familiar ground level and upward view, but a new spatial orientation that is freely viewed from the air. This new space has varied and can be seen from a top view or a flat view, so aerial photography has a unique personality in terms of space composition. Due to the unique viewing angle and space composition of the aerial photography, the audience can obtain different perceptions and aesthetic feelings as the flying height of the aerial photography and the distance of the shooting object change. The spread of aerial imagery will play a powerful role in the construction of regional image.

## 2. The theory of aerial imagery

### 2.1 Defamiliar spatial orientation

Compared with traditional conventional photography, aerial photography adopts a spatial orientation different from that of the ground and the flat view. The aerial camera flies and moves freely in the air according to the director's intention, breaking through a single spatial orientation, people's vision. The perception is also completely subverted by this novel and unique approach. Due to its defamiliar spatial orientation and variable free movement, the objects taken by aerial photography make our everyday objects become unfamiliar and novel under the handling of this aerial photography technique, which not only creates a new visual experience. The dimension, and in the aesthetic sense, gives the work a more unique aesthetic meaning. When the aerial photography shows the subject, it is not only the large-scale lens of the magnificent, but also the audience from a multi-angle and unique spatial pattern. Jacques Behan's documentary "Migrating Birds" uses a variety of perspectives to show the migration of birds. In order to show the movement posture of birds, not only the high-altitude view, but also the trajectory of bird migration. With the lines displayed to the audience, the director used a small aerial vehicle to shoot the bird's flight in order to show the smaller movements during the bird migration. The aerial camera moves freely with the bird's flight path as the bird moves. Since the bird's perspective is changeable, the director turns the camera into a bird while guiding the audience, and moves freely following the bird's movement, letting the audience ignore the existence of the aerial lens. In order to ensure that the captured images can impress the audience, let the audience create psychological identity, so that the shooting angle and scene change frequently, sometimes side-shooting, sometimes over-shooting,

and sometimes up-shooting, such as birds flying freely in the air, showing different birds when flying Perspectives and dimensions. In this perspective, the audience feels the freedom of the birds to fly. This multi-view, multi-dimensional spatial dimension breaks the impressions and perceptions of objects that people are familiar with in reality. The image connotation, image meaning and deep thinking generated by aerial photography further highlight the multidimensionality and diversity of art time and space while touching or changing people's impressions and concepts of past film space. The perspective explores the multiple possibilities of its spatial composition and trajectory.

## **2.2 The spatial performance of traditional “Italian” and “Like” in aerial imagery**

The word "image" was originally a philosophical concept. In "Zhou Yi• Department of the Words", there is a "sacred person's image to the fullest, and the sacred image is used to enjoy the falsehood." The "image" here simulates certain natural objects and establishes the phenomenon. The traditional Chinese philosophy pays attention to the static of the movement, emphasizing that “the mind is in the scenery” and “the heart is in the environment”, and the mind and nature are integrated. In terms of aesthetic performance, it gives people a feeling of staying in the sensibility while surpassing the sensibility. In most of the excellent aerial photography works, the images of high-altitude aerial photography are varied, rich in form and charming in color. The director overlooks through the sky, uses the big vision lens to express his feelings, and gives full play to the shock of the imagery itself. For aerial photography, the biggest advantage of conventional photography is that it floats and moves between the heavens and the earth to find beauty in a larger depth range, and the lens is more free and intuitive. Beauty exists objectively, but it changes with time and space. All matter between light, clouds, surface objects and heaven and earth is an objective object of creation. The creators can still share the light with the light. Dance, through the perception of light and shadow, the creator casts this emotion into the work. "Image" is only an objective representation, not an aesthetic "image". Only by using a unique aesthetic personality and using "images" can a creator be able to perceive "the meaning of the elephant". The relationship between "meaning" and "image" is a dialectical relationship, and the creation of the word "image" itself contains the intention of information transmission. Only the combination of "meaning" and "image" can have vitality. In the film "Seeing Taiwan", the director Zeppelin used the Zen meaning very well, emphasizing the quietness of the movement, and exerting the beauty of the long-range flow of the genre to the extreme, giving a kind of "transcendental understanding" and "image". The film uses a lot of long shots of motion, the rhythm is more soothing, giving the audience enough time to taste chewing, and the combination between the lens and the lens is mostly a combination of effects, which continues the feeling of flowing, and the artistic conception is deep. At the beginning of "Seeing Taiwan", overlooking Taiwan's mountains, rivers, rivers, and marine farmland from high altitudes, people are intoxicated. When the long shot from the film shows a small grove, the picture is rich and the internal rhythm is very tense. The lens is hovering over the woods from the beginning to the continuous pulling and pulling back. As the aerial camera climbs back and pulls back, one A beam of shining sun shines under the face. The whole long lens has various internal movements, soothing rhythm, and light and shadow. It is hovered to the lens and pulled back. This process of drawing away gives a poetic and imaginative space. At the moment when the picture is over, it is the finishing touch of this long lens. The pen creates an infinitely imaginative image space that makes the environment alive. The whole lens is moving in silence, there is silence in the movement, and the charm is vivid and long, giving a beautiful and pleasant visual experience. The aerial photography has a unique aesthetic personality, and the modeling means is free and diversified. It is free from the shackles of conventional photography that can only be pushed and pulled. In terms of imagery and performance, aerial photography has a broader space and great advantages. Through the various internal structures of the rhythmic rhythm of high-altitude aerial photography, the film aesthetics is further enriched and enhanced.

### 3. The construction of regional image based on aerial image transmission

#### 3.1 Overview of regional image construction

The geographical image refers to the public brand logo used by a group of producers and operators in a region. The foundation must have a certain industry or product concentrated in a specific administrative or economic region, forming a stable, sustained and obvious competition. Aggregate. From the geographical location, the geographical image is a brand formed by a group of enterprises in the region. It is geographically concentrated and closely related to the geographic characteristics, resource advantages and human assets of the region. The construction of regional image is not a purely visual design. To be precise, it should be called “brand image strategy design”. In this regard, some scholars believe that the construction of regional image refers to the strategic brand visual image design. "Strategic" contains various meanings such as overall view, overall planning consciousness, integrated operation, and continuous effect. Strategic means that image recognition is guided by market demand and covers the overall thinking mode of overall economic development, industry future orientation, target psychological needs, and differentiated competitive positioning. Geographic image construction is a brand image differentiation strategy based on market environment, industry analysis, competition analysis, and consumer analysis. The use of differentiation is designed for brand vision systems, brand packaging, and brand promotion. Therefore, regional image construction is based on the region. Resource advantages, industrial advantages, humanities advantages, communication language and visual symbols constructed from the psychological and cognitive habits of consumers in the region.

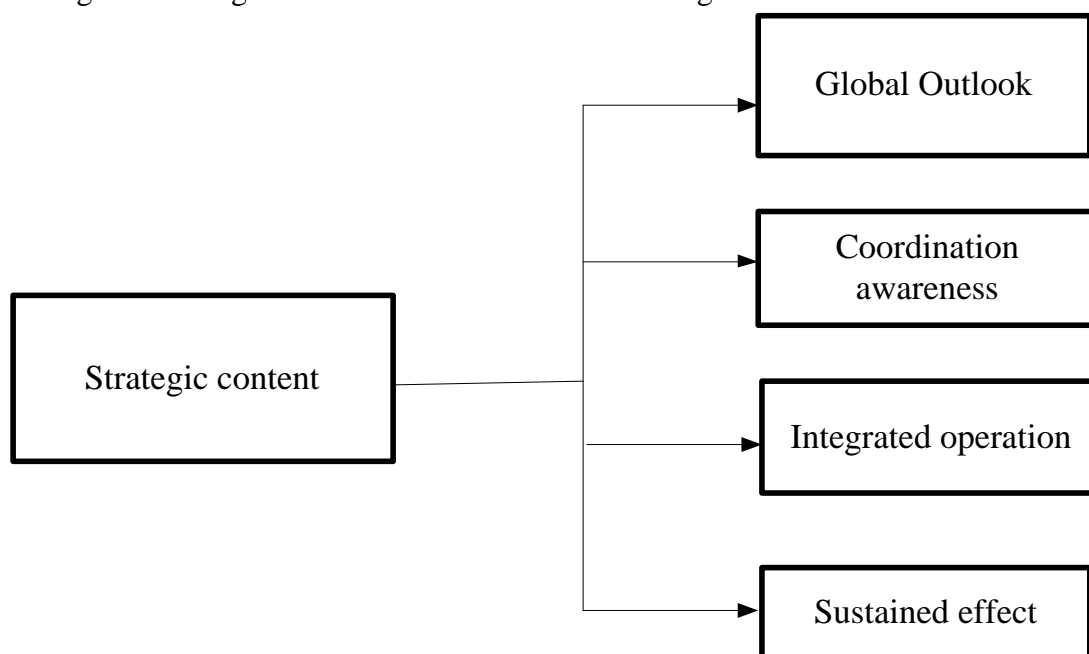


Fig.1. Strategic content

#### 3.2 The relationship between regional characteristics and regional image design

“There are four seasons in a year, different winds in ten miles” is a direct summary of the differences in humanities and characteristics in different regions. Geographical brands take advantage of local natural resources and human resources, and are naturally influenced by regional culture and regional resources. People from different regions have different psychological cognitions for brands in different regions because of different living environments and cultural structures. Especially in the image design construction, brands with local characteristics emphasize the difference of geographical regions, and pay attention to the different cognitive and consumption habits formed by local residents in the hearts of local residents. Geographic brands should build their own brand image based on their audience. Geographical characteristics affect brand image

design and communication from two aspects: on the one hand, the brand label conveyed by the cluster effect generated by the brand in the region has local humanistic color and environmental color, and this color is an effective means to distinguish other brands. On the other hand, communication symbols based on the recognition of cultural or cognitive images recognized by the local people can effectively convey information and avoid obstacles to communication. Because consumers have specific consumption patterns and psychological cognitions for products in different regions, the relationship between regional characteristics and brand image is mainly reflected in the image perception and external brand communication of residents in one region. The geographical image is based on the obvious regional characteristics of the region's politics, economy, humanities and ecology. It is reflected in the consumption culture, self-cognition and city image of the residents in the region. External brand communication is mainly an inherent impression of an external audience on a certain area. The regional brand is based on internal characteristics to build an external brand image. In order to avoid cognitive differences between internal and external, geographical brands must understand internal advantages and investigate which internal advantages are also recognized by the external public. Only based on external public recognition, regional brand image can be established.

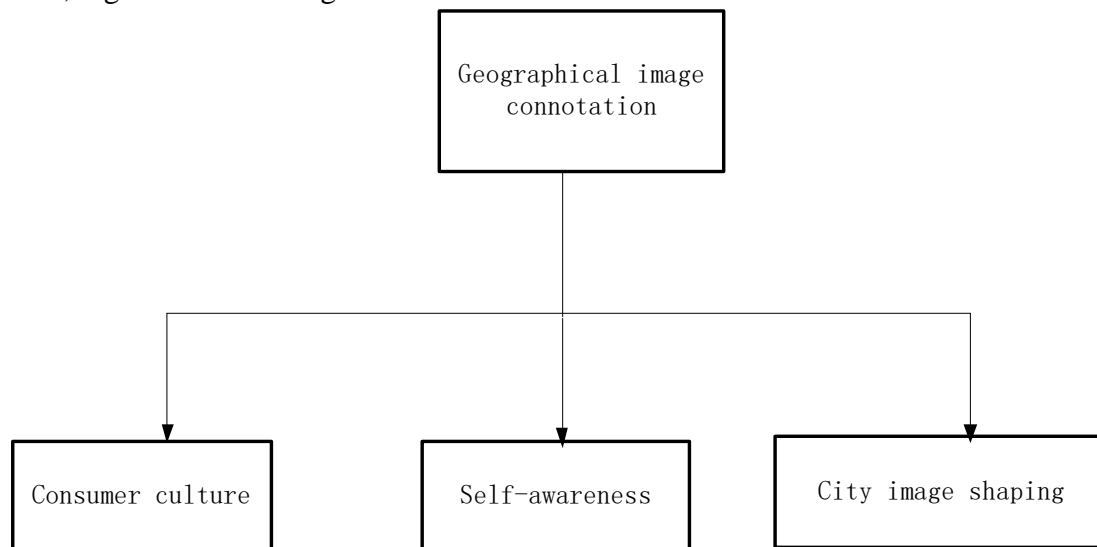


Fig.2.Geographical image connotation

### 3.3 The influence of aerial image transmission on the construction of regional image

Due to its unique perspective and aesthetic approach to geographic records, aerial imagery can fully demonstrate the differences in regional resources. The differences in regional resources will also form different consumer preferences. Resource-based consumption preferences refer to consumption. When making purchasing decisions for brands with distinct geographical distinctions, they have different consumption perceptions for products or cultures in different regions, that is, “original effects”, which will play an important role in the construction of regional images. It is because of the intuitiveness and difference of aerial image transmission, which can effectively stimulate the audience to understand the advantages of local natural resources and human resources. Some cities use the resources of the region to establish brand labels and promote the origin and quality of consumers. The positive association between them forms a beautiful impression. The “original effect” has an impact on the perceived behavior of the audience. On the one hand, the special geographical location and the ecological environment will cause the “uniqueness” of the product; on the other hand, the “original effect” will form resources, technology, The concentration of talents and markets. This concentration has obvious advantages and plays an important role in the construction of regional image.

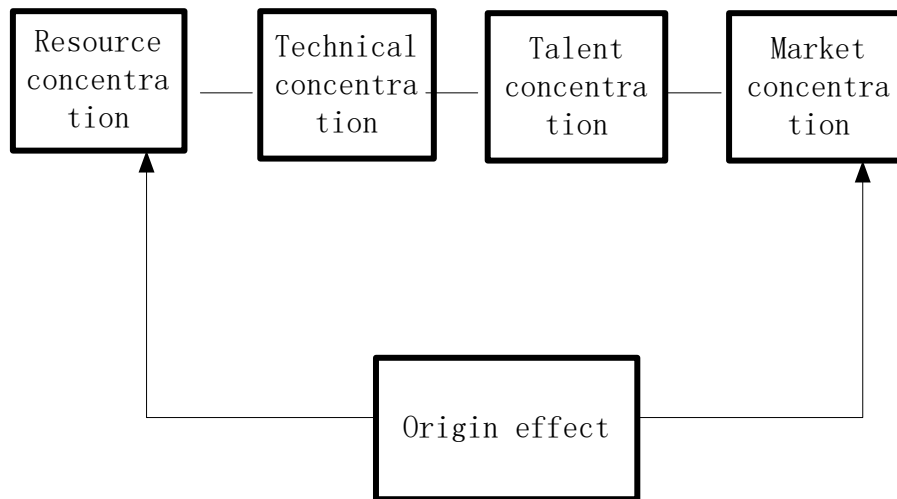


Fig.3. Agglomeration effect of origin

#### 4. Conclusion

Aerial video transmission has a unique role in the construction of regional image. In the current context of increasing the city's popularity and establishing a regional brand image, the aerial imagery is a unique form of video, with an effective society. The means of communication will play an unexpected role in enhancing the perception and brand image of the region. Of course, the quality of aerial imagery, the communication skills of images, and the channels of communication are also important factors to be considered. Only the characteristics of aerial imagery and The organic integration of regional image construction goals can fully exert the beneficial effects of aerial imagery on regional image construction.

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