

The Important Relationship between Environment Design and City Image

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Abstract: For a city, the environment design inside the city directly reflects the overall image of the city and also embodies the cultural construction of the city. This paper makes a brief analysis of the relationship between environment design and city image through the analysis and research of relevant documents for reference.

As a public art, the quality of environment design directly affects the overall aesthetic feeling of the environment. Perfect environment design can not only beautify the city's environment, but also enhance the city's cultural heritage and enrich the city's color. This paper focuses on the analysis of the relationship between environment design and city image, hoping to provide some suggestions and suggestions to promote the beautiful development of the city.

1. What is the city image?

The image of a city not only refers to the external appearance of the city, but also includes its economic development, geographical and hydrological environment, overall shape, internal public security situation, civilization and atmosphere, etc., existence affects the image of the city together, constitutes the image of the city and determines the public's first impression of the city^[1].

Image is not only the first cognition of city image, but also reflects the comprehensive level and strength of a city. Therefore, a good city image should achieve a harmonious and win-win development state.

2. Urban embodiment of environment design

The so-called environment design refers to an artistic design of public space in cities, including greening design, advertisement design, municipal construction, space planning, lighting design, etc. with certain openness and artistry. Even though it is not architectural design, it is broader than architectural design. The planning of environment design is also more complicated and comprehensive as a design with humanistic color.

Good environment design can bring a city both visual and auditory experience, so as to enhance the overall image of the city and give the public a good impression, boosting the overall competitiveness of the city^[2].

3. The significance of environment design in the construction of city image

For the city, although environment design is a kind of artistic design in space with aesthetic and artistic characteristics, no matter what kind of environment design is, it will not be pure ornamental art. The design of the environment should not only beautify the environment and enjoy the vision, but also coordinate the development of the city and promote the ecological balance. That is, it does not exist independently but is integrated with the development of the city.

As a special space, city is the carrier of environment design and the best thing to express environment design. In the process of urban environment design, it is necessary to stick to the people-oriented design concept, because only when the humanistic factors are reflected can the humanistic factors, social factors, and natural factors be incorporated into the environment design in the process of design, so as to give the urban residents a sense of belonging.

Environment design is an essential part, which is not only the need for environmental development, but also the need for artistic expression. It can boost the overall taste and cultural construction of the city and enhance the attractiveness of the city.

The aim of the development of the city and the design of the environment is to serve the public and improve the quality and level of life of the public. Therefore, in the process of building the city image and carrying out the environment design, man-machine theory should be adopted and the people-oriented design concept should be adhered to^[3].

As the name implies, the theory of human body function uses all disciplines related to human body function, such as labor psychology, human mechanics, human body measurement, and human body structure science, to study the functional characteristics and structural characteristics of human body, to provide basic weight, area, size, center of gravity, corresponding structural parameters of human body, and characteristics of interpersonal activities for the building of city image and design of environment, displaying the characteristic parameters of human body's hearing, vision, and sensation organs.

At the same time, the changes of human skin's feeling, psychological mood and body function in different environments provide a series of data for the reference of city image building and environment design.

Environment design in the city insists on the concept of people-oriented. Using the theory of human body function can make the designed space structure, product design, lighting and other objects bring comfort to the urban public, so as to deepen the public's sense of belonging to the city. The development of the city needs people to promote it. Only by designing a comfortable environment for the public can the city residents feel a certain sense of pride and belonging to promote the development and progress of the city together. At the same time, the image of the city will also be shaped to form a harmonious atmosphere for the development of the city.

4. Use psychology of environment design to create city image

Even if good environment design can achieve some visual and sensory enjoyment, many environment designs are subject to the influence of external factors and internal factors and cannot achieve good results in combination with the specific situation of urban development and the actual development conditions. For urban residents, especially for relatively prosperous urban residents, the pace of life is extremely fast and there is no time to enjoy it, which will lead to a series of psychological problems in the long run.

As a significant part of the city image, environment design has the function of relieving the public's psychological mood and stabilizing their mood. However, relying solely on artistic design and aesthetic characteristics cannot satisfy this point.

Therefore, design psychology is used to adjust the environment design to a certain extent. space comparison and color comparison are used to render a relaxed and pleasant atmosphere to relieve the anxiety of the public, giving people a good visual experience and at the same time also playing a role in relieving the mood with importance in the development of the city.

For environment designers, they need to master certain psychological knowledge, according to different regions and scenes, combining the characteristics and psychology of local people, design different buildings or the surrounding environment in psychology so as to meet the psychological needs of the public as well as the visual and sensory needs while satisfying the urban development and beautifying the environment^[4].

The application of psychology will not only make the environment design more humanistic, but also create a city image that will make people feel friendly and eventually get the sublimation of the heart and emotion.

5. The role of city image building in the application of environmental psychological design theory

- 1) Create a more humanistic city image, making the city have humanistic flavor, comfort and

sense of belonging are synonymous with the city image, the characteristics of the city image obvious which are different from other cities, improving their own competitiveness.

2) Psychological design concept can make environment design more diverse and flexible. For different regions in the same city, different modifications will be made to the same thing in combination with different situations and the characteristics of the public, so that the corresponding objects will more closely conform to the development characteristics of the region, and more integrated into the urban development and into the hearts of urban residents. Different forms of expression make the image of the city more vivid.

3) The shaping of city image is an important part of environment design. The so-called aesthetics and artistry not only make the environment a mere ornamental after adding the concept of psychology. The environment in the city and the image of the city are no longer limited to visual enjoyment, but also have more profound connotation, to promoting the city's self-restraint and quality and get the overall sublimation.

4) Make the city image more humanistic and specific. The development of a city cannot be separated from human beings. The shaping of city image also needs to have humanistic atmosphere. Environment design is artistic design. Art originates from life which is made up of people. Therefore, whether it is the shaping of the city image or the design of the environment, it must conform to life and closely connect with people so as to make the city image more humanistic ^[5].

6. Environment design creates city image, city image promotes city development

Excellent environment design makes all the ecological resources and economic resources inside the city become extremely valuable factors, constituting the city image, and at the same time making the city image as a precious resource to promote the healthy development of the city.

Environment design determines the city image, but the city image embodies the civilized development of a city, which plays a very important role in the economic development of the city and the overall progress.

For example, the good image of enterprises in cities determines the market reputation and market competitiveness of enterprises, while the image of people determines a person's character, ability and corresponding level, especially the image of cities.

Beautiful environment design, excellent civilized development and healthy economic level all add color to the image of the city virtually. With the progress and development of our country's economy and science and technology, people also gradually regard traveling as the best way of leisure and entertainment. Their criteria for choosing cities are the development of cities, the city's environment, ecology, the image of the city, the harmonious development atmosphere and strong cultural atmosphere, which can make the city stand out among many cities with strong competitive advantages. What this brings to the city is extremely considerable economic benefits. After forming a virtuous circle, the city will get a healthy and sustainable development and gradually upgrade its status as a city.

7. Environment design defines the theme of urban development

Our country enjoys a vast territory, and the regional cities in the south and north have distinctive development characteristics, which constitute different development themes of different cities.

Even if the theme of the city's development is closely related to the country, the core of the party and government thought, different regions and different values lead to different development themes of the city which determine the positioning of the city image as the labels of a city.

The environment design in the city is designed according to the actual situation of local development and the characteristics of the region. Through the design of buildings, greenery and spatial structure, the city's characteristics, culture and the city's soul is highlighted ^[6].

The theme of urban development is the embodiment of the characteristic culture of the city and the spirit of the city. As an important part of the city image, environment design determines the direction of city development, forming the characteristics of the city.

8. Environment design beautifies the image of a city

When the city was first formed, it was to solve the problem of food and clothing for the public. However, with the continuous improvement of our country's productivity and the continuous changes in people's material and cultural needs, the demand besides food and clothing is put forward^[7].

With the progress of civilization and the improvement of ideology, the city has gradually developed into a civilized city. On the basis of food and clothing, people gradually put forward their demands on civilization, spirit and beauty and the image of the city has emerged as the times require.

The environment design in the city contains rich contents, including not only ecological environment, but also a series of municipal engineering, architectural design, greening design and so on. All of these designs embody the characteristics of beauty and meet people's aesthetic needs, gradually improving the quality of urban roads and infrastructure, enhancing and beautifying the image of the city and promoting the healthy development of the city.

9. Conclusion

Environment design, as an indispensable part in shaping the city image, can beautify the city image, enhance the overall competitiveness of the city, and make the city residents have a stronger sense of belonging, so as to work together to facilitate the healthy development of the city.

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