

Application of Urban Guidance System in Urban Community

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Abstract—Guidance system is a kind of information guidance system which combines the relationship between environment and people, and it is also a medium of information exchange between people and environment. By enumerating the guiding system of Seoul Anyan Cave Resident Center, Beijing Jiadu Aesthetic Life Community and Guangzhou Jiaqi Senior Apartment, this paper analyses and establishes a mind map to indicate the role of the urban guiding system in the community, puts forward four suggestions on the design of urban community guidance system, which are integrity, difference, emotionalization and internationalization. It points out the importance of urban community guidance system and provides design reference for other urban community guidance system.

Keywords—*City Guide system, city community, emotional design, graphic symbols*

I. INTRODUCTION

With the continuous evolution of modern cities, the function of urban communities has gradually been paid attention to. With the rapid development of cities, the information guiding function of urban guidance system in the community has become indispensable. The design of the guide system bears all aspects of the city [1]. In modern urban communities, the design of guidance system usually adopts the design principles of affinity emotional design, integration of environment and architecture, rich and diverse text elements, community mascots awakening memory, color collision of emotional blending, rich regional and cultural characteristics, etc. These guiding elements provide efficient and convenient guidance for people in the community, and help people locate their destinations in urban buildings. Moreover, as a public facility for guiding modern people's travel information, City guidance system has a close relationship with modern people's life. The guidance system in urban community adds a more comfortable atmosphere to the people in the community.

II. OVERVIEW

A. Urban Community

Urban community is the collective name of a variety of social relations and social groups composed of people living in a certain quantity and quality of the city. It refers to the community where most people engage in industry, commerce and other non-agricultural labor. It is one of the basic forms of human habitation and a relatively independent social

community composed of people with a specific way of life and a sense of belonging.

Urban community came into being in the third period of social division of labor. The handicraftsmen and businessmen gradually separated from agriculture, and settled in places with convenient transportation, suitable geographical location and exchange for industrial production and commercial activities, forming urban communities. With the development of social productive forces and the expansion of trade scale, urban communities have gradually evolved from primitive to modern urban communities through traditional ones.[2]

B. Urban Guidance System

Urban Guidance System is a standardized information guidance system that guides pedestrians and vehicles by means of general signs, so as to reach the destination in the most convenient way. The contents of urban guidance system include the whole road sign recognition system, urban traffic design system, urban introduction and tourism information guidance system, etc. A good city guidance system often shows the elements of the city's overall regional culture, historical factors, social needs, natural scenery and so on, and each element is independent and unified. In the aspect of city function, a good design of city guidance system needs to summarize, summarize and analyze all kinds of information in social life, find out all kinds of optimum related information, and set up an orderly guidance design system to cater to the environmental characteristics of urban business district, community and tourist area, to meet people's material and aesthetic needs in life to the greatest extent, and to achieve the perfect unity of form and content.[3] In the aspect of systematization, since each guiding node of the guidance system in public space can be regarded as the starting point, we must comprehensively consider the relationship between space, landscape, environment and people, and realize the systematization of function and space, so as to make the whole guidance system more scientific and unified.

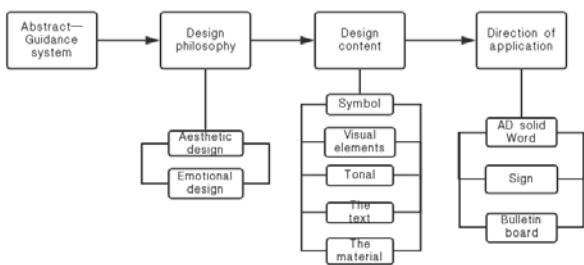


Fig. 1. Design flow of the guide system

C. Urban Guidance System and Urban Community Relations

Urban guidance system is a standardized information guidance system to guide the daily behavior of community people. With the continuous development of urban communities, the guidance system has been widely used in various urban communities with regional characteristics. Through the coordinated processing of human, guided elements and environment, it makes the information of a specific spatial region produce specific information exchange with a specific community population, and completes the specific behavior mode in the space. The traditional understanding of urban community space is in a very small area. People refer to specific environmental objects, understand the narrow space environment, and ultimately complete the results of behavior. In such communities, people often lack recognition and sense of belonging, which is not conducive to the communication between people and the environment. So the urban guidance system becomes more and more important for those traditional urban communities which lack the guidance system. In the new round of urban community construction, there are obvious differences in environmental facilities among many high-rise buildings or low-rise community groups. Therefore, the increase of guides with social needs, historical factors, natural scenery and other characteristics has become an indispensable part of the construction of urban communities.

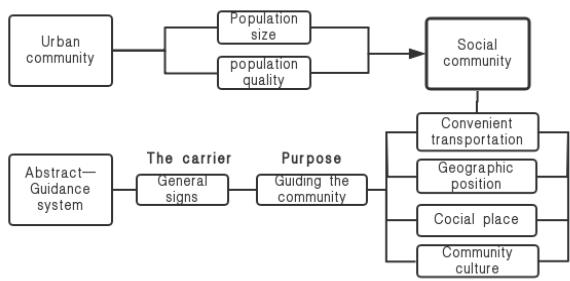


Fig. 2. Urban community-guidance system diagram

III. A CASE STUDY OF URBAN COMMUNITY GUIDANCE SYSTEM IN THE CONTEXT OF REGIONAL AND CULTURAL BACKGROUND

A. Guidance System of Anyan Cave Resident Center

Anyan Cave Resident Center is located in the north of Seoul City, South Korea. It provides all kinds of letters and visits for residents in its jurisdiction and other areas, as well as welfare services for residents in its jurisdiction. Its unique guidance system design has made it recognized by residents. After understanding the decoration style and humanistic emotion of Anyan Cave Resident Center, Everyday Practice Design Company designed the guiding sign system of Anyan Cave Resident Center from visual elements, color matching, font, emotion, etc. Visual elements, color matching and font are the external manifestations of design, while emotionalization is the internal manifestation of its design concept.

As a residential residence, Anyan Cave Resident Center can see the attitude of the resident life center towards residents from the details of emotional design in the logo system. Residents' residence is closely related to emotional design. From a distance point of view, the logo designed by Everyday Practice Design Company is an "arrow" appearance, pointing to the residents' life center, and enhancing the residents' sense of belonging. The overall design tone uses orange as the main tone. As a warm color, orange enhances the residents' warm feeling of "home", while making the overall style and atmosphere lively, and the indicative information more prominent. Font design is more modern with sans serif font. The information is easy to identify, which makes the guidance system simpler. In the extraction of visual elements, it is also more refined, such as stairway guide plate refined into geometric figures, toilet guide plate also designed to be witty and lovely shape.

B. Jiaodu Aesthetics Living Community Guide System

Jiaodu Aesthetic Life Community is located in the northeast of Sanyuan Bridge, Beijing. The community upholds the concept of "architectural aesthetic life" and achieves the integration and symbiosis of architecture, aesthetics and life by combining aesthetic attitude with human accumulation. In addition to conforming to the customer's corporate culture and style, it also carries out further design according to the project's own architectural characteristics and architectural environment, carries out planning and design according to the passenger flow line, pursues the concept of "fine design" of modern urban human settlements as a whole, takes full account of ergonomics and space experience of the first-level use scenarios, design elements that conform to the characteristics of "architectural aesthetic life" of the project and build a high-end sense of quality, so that customers can feel the meticulousness and practicality of the logo in the moving line flow.

C. Jiaqi Senior Apartment Guidance System

Jiaqi Senior Apartment is a maintenance pension institution located in the center of Guangzhou City, providing high-end Japanese care services. The agency takes the old-age apartment as the carrier, radiates to the surrounding communities, and is committed to providing high-quality old-age care services for the disabled and mentally retarded elderly in need. In order to

meet the old people's habits and barrier-free requirements, the design company emphasizes the safety of the guidance system with protective care for the elderly, reflecting the warm and homelike operation concept. The logo is composed of a scarf of love to form a shape of embrace, derived from the image of "scarf" to express the "warm embrace" design concept. At the same time, a kind of milky white cotton and hemp mixed fabric is selected to create a soft and warm texture, creating a comfortable visual feeling and unique touch. At the same time, the apartment building has seven floors. In order to make the almost identical space environment more convenient for the recognition of the elderly and the understanding of visitors, the seven themes of "tree shade, flower fragrance, honey picking, general photography, fruit abundant, manna and habitat" were designed for different seven floors. The corresponding recognition graphics "tree, flower, bee, bird, fruit, water, squirrel" were designed respectively, and a series of logos and environmental graphics were integrated to connect these spaces. The combination of seven different colors and graphics provides further positioning and spatial recognition in space. In the application of graphics, each floor has a clock, each clock has a specific theme color, the number of the clock has two sizes, the big number is the floor number, and the theme graphics become a rotating second hand. This case fully demonstrates the combination of the guiding function and the life function, resulting in interesting and intimate new items.

D. Case Analysis

From the above cases, we can see that the primary focus of the design of urban community guidance system is to find the design concept. As a social community composed of people with common sense of belonging, the emotional design of urban community is particularly important. Emotionalization is the extension of humanism, which mainly emphasizes the emotional expression between people and objects. Therefore, the design based on emotion is the core of the design of urban community guidance system, and all guidance design is based on this core redesign.[4] Secondly, the design of graphic symbols integrated into the guidance system is the key to its visualization. It can make up for the deficiency of text transmission information; more accurately convey information to the audience. With the maturity of graphic design system, the form of graphics is more diversified, and graphics has become an art form, which has a deeper significance. The color in the guidance system attracts people's visual nerve rapidly. Reasonable collocation of colors can affect people's emotions to a certain extent, and also make the integrity; artistry and recognition of the guidance system rapidly improve. Material, on the other hand, interacts with vision and touch, which is also an important expression of design philosophy. When the residents do not regard the design as something deliberately processed, but as something that exists naturally around them, it is also the best embodiment of the guiding system design concept.

TABLE I. CASE STUDY OF URBAN COMMUNITY GUIDANCE SYSTEM

Case	Design concept	Color	Material	Types of guidance
Anyang Cave Residential Center	Pay attention to the emotional design of residents, and bring the residents a sense of identity.	Orange yellow	Acrylic	Logo, font, bulletin board, map logo, information guide board
Jiadu Aesthetic Life Community	The perfect combination of architectural aesthetics and life, considering ergonomics, fine design.	Orange	Metal	Signs, door boards, bulletin boards, information guide boards
Guidance of Jiaqi Senior Apartment	conform to the old people's habits and barrier-free requirements and emphasize safety and comfort	Each layer has a different color	Cotton and linen fabrics	Logo, font, bulletin board, map logo, information guide board, door plate

IV. SUGGESTIONS ON THE DESIGN OF URBAN COMMUNITY GUIDANCE SYSTEM

The primary function of urban community guidance system is to facilitate the travel of community residents and outsiders, that is, the most essential guiding role. With the development of society, the residents' demands for aesthetics are also increasing day by day. Community guidance system not only needs guidance, but also needs to contain a community culture, which represents the spiritual pursuit of residents to a certain extent. A perfect guidance system should include the following points:

A. Entirety

The historical geographical location and traffic area of urban community are usually integrated with other functional areas around the city, but its environment is closed and independent, and there is no perfect visual guidance system when the historical environment is formed. Therefore, the urban community guidance system often needs to integrate the design into the existing environmental system [5]. Therefore, the design of urban community guidance system must conform to the environmental factors, form an internal unity with the

environment, and become an indispensable part of the environment.

B. Diversity

The difference of urban community guidance system design is an important way to maintain the vitality of design. In different urban communities, geographical location, history, humanities and social needs are different. Therefore, we should combine the integration of the urban community and urban culture, adapt to the integrity of the environment, but also have regional characteristics. For example, on the premise that streets with public market characteristics are integrated with the requirements of the overall environment, commercial folk symbols should be properly added to the design of the guide system.

C. Emotionally

Modern society pays more attention to emotional and humanistic care. Individual human beings differ greatly, and the possible needs of different urban communities are also different. The guidance system of urban community needs to provide as many tips and help information as possible for different individuals of different groups, such as special tips for

the disabled, using color, material, technology and other means to increase voice, touch and other sensory information transmission methods [6] to provide graphic understanding information for community people of different languages and cultures.

D. Internationalization

While pursuing the regional characteristics of urban communities, we can't ignore the characteristics of the trend of globalization of social development. The trend of globalization is the inevitable result of the development of production standardization in human society. There are more and more common abstract elements in today's design. Rational use of these common abstract elements can increase the comprehension of the guidance system. For example, due to the historical development, English language has been called the most widely used language in the world. In the guidance system, it can be designed with the application of English language, and this application is in line with international norms.

V. CONCLUSION

With the change and development of urban spatial form, the application scope of urban guidance system has extended to urban communities, and the improvement of urban community guidance system has been paid more and more attention. Under the background of rapid economic development and diversification of regional construction, the characteristics of urban community construction are becoming more and clearer. From ordinary residential buildings to urban apartments to

private villas, modern people show their understanding and pursuit of community space in different ways. Together with the old urban communities, these new urban communities constitute the life form and social form of urban communities.

At the same time, with the continuous integration of cross-regional, community crowd behavior is more complex, which also puts forward higher requirements for spatial identification. The mobility of people in society increases their chances of contacting unfamiliar spaces. To understand this unfamiliar space environment, we often need to refer to accurate guides, so we need to enrich and improve the guidance system of urban communities to provide help for our behavior.

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