

Exploring the Reshaping of the Visual Image of Cities in Urbanization

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Abstract—In the modernization construction, urban culture is not only the inner core of shaping the government's visual image, but also an important weight to enhance the city's competitiveness. In order to improve the competitiveness of the city, it is necessary to strengthen the reshaping of the city's visual image and enhance the city's recognition and overall visual image with effective visual communication design. As the "soft power" of the city, the visual image of the city not only can widely publicize the purpose of the service, but also has a good impetus to the improvement of the city's economic level. This paper takes case analysis as the main research method, finds the significance of urban visual image remodeling through comparative research and explores the method of government visual image shaping in the current urbanization process.

Keywords—city; visual image; remodeling

I. INTRODUCTION

This paper mainly analyzes the importance of reshaping the government's visual image in the modernization construction, while urban culture is the inner core of the government's visual image reshaping, and it is also an important weight to enhance the city's competitiveness. The first section of the paper begins with the design of visual symbols to reflect the importance of urban visual image remodeling and emphasizes the "human" feelings to create the city's visual image. The establishment of urban visual image is not only to create visual symbols with recognition, but also to create an important way to promote urban culture and disseminate the service objectives of government agencies. The reshaping of the image of the city is a systematic project, and the shaping of the visual image is a breakthrough that the government should strive to pursue. At the same time, the reshaping of the visual image is also a new concept in the process of China's urbanization. The design originates from life, and at the same time, it must also meet people's increasing needs for a better life, and thus continue to promote the all-round development of people. Through the logo designs of the Xujiapeng Street Office in Wuhan, the logo of the city image of Hangzhou, the logo of the design capital of Wuhan and the image of the Chongqing, this paper shows that China is a socialist country where the people are the masters of the country. China takes the people's service as the purpose, carries forward the socialist democracy, and makes every effort to build the image of the local government, and gradually explore the method of

reshaping the government's visual image in the current urbanization process.

II. THE IMPORTANCE OF URBAN VISUAL IMAGE REMODELING

Visual symbol design is a complex and comprehensive process that requires people not only to have comprehensive control over market positioning, customer communication, creative ideas, execution operations, production, etc., but also to analyze target audiences, competitors, product features, media propaganda, as well as visual symbols themselves, which are other not directly related but important factors, such as ideas.¹

Along with the world today, the extensive use of communication technologies such as the Internet and mobile TV has gradually created a huge information space. The visual image of the city has also been completely renewed against the background of informationization. The concept of "urban image" was first proposed by Kevin Lynch in his book "The Image of the City". His definition is that the image of the city is a public impression through the "feeling" of the people.² The relevant theory of urban image entered the scope of discussion in Chinese academic circles in the 1990s. Based on the theory of relevant disciplines, Deng Shiping pointed out that the research focus of urban image should be the urban image communication.³ The establishment of urban visual image is not only to create visual symbols with recognition, but also to create an important way to promote urban culture and disseminate the service objectives of government agencies.

The cultural content of a city image can reflect the value pursuit and taste of the city. A city without cultural heritage is like a home without soul. The reshaping of the city's visual image will greatly enhance the city's cultural awareness, and it needs to give the city's image a rich cultural connotation, making it beautiful outside and excellent inside. A good

¹ "Complete Solutions of the Graphic Designer's Road to Logo Design" p10. (in Chinese)

² Chen Ying, Media Construction of City Image-conceptual Analysis and Theoretical Framework [J] Press Circles 2009(5):103-104,118. (in Chinese)

³ Deng Shiwen, Review of Urban Image Research [J] Zhongshan University Graduate School (Natural Science Edition) 1999(20): 90-94. (in Chinese)

urban visual image is an important political resource and intangible asset owned by the government.

III. THE CORE ELEMENTS OF URBAN VISUAL IMAGE RESHAPING

A. City Culture

Design is culture; culture is design; culture is life. Culture depends on thought and aesthetics; therefore, culture is three-dimensional and multi-dimensional. Design is the external appearance of culture. The power of design culture is to interpret the connotation of culture through design language. In today's fierce urban competition, it is necessary to not only pay attention to economic development, but also attach importance to the shaping of government image characteristics. At present, the blind reshaping and the construction of the new city have a social phenomenon of "same imagines of the city". Therefore, the shaping of urban visual image should be based on a specific culture, making the city unique. The visual image of the government with distinctive characteristics can make a deep impression on people when they integrate into the city.

The shaping of the city image is a systematic project involving all aspects of the city, and the shaping of the visual image is to create a breakthrough in the shaping of the government image. Therefore, in the process of reshaping the visual image of the city, the importance of urban culture can't be ignored. Only the design with the cultural connotation of the city will be memorable. The reshaping of the visual image of the city is a new concept in the process of urbanization in China. It is the symbol of mobilizing various cultural elements or urban culture in design, and is accomplished by various artistic techniques. The design is rooted in life, and the design must be people-oriented. It should meet the people's growing needs for a better life and continuously promote the all-round development of people. Urban culture is the accumulation of urban historical development. The stability and uniqueness of culture determines that urban culture is the focus of shaping the image of the city. China has a long history, a large number of ethnic groups and a vast territory and each city has a unique and distinctive government image.

Nowadays, winning and losing by culture has become the mainstream of social development. At present, China's large, medium and small cities have also adopted "the culture supporting strategy" as a strategic idea to carry out urban construction. For example, the government image of the Xujiapeng Street Office in Wuhan is based on Wuhan's urban culture and gives full play to the regional characteristics such as "the intersection of two rivers, tripartite confrontation as well as thoroughfares of nine provinces". On the basis of prominent street culture, the city has continuously absorbed the excellent culture and the nutrients of foreign cultures, and has constantly innovated in inheritance to create a government visual image with profound cultural heritage, inclusiveness and openness atmosphere. The image of Wuhan street image should integrate the resources of regional culture development and learn from the method of visual image recognition system to

design urban concept recognition system, behavior recognition system and urban visual recognition system. After the pre-study examination and analysis, the design process integrates the image of the street image, and uses the word "徐" as the main body of the visual symbol to carry out the font deformation and redesign. The main body of the visual symbol is the outline of the "棚", with the "徐" family's historical story as the prototype (see "Fig. 1").



Fig. 1. Xujiapeng Street Office logo design.

B. Service Tenet

China is a socialist country where the people are the masters of the country. The fundamental interests of the broadest masses of the people are the only pursuit of local governments at all levels. Local governments at all levels should implement the party's fundamental purpose of "serving the people wholeheartedly", inherit the fine traditions of the party, adhere to the mass line, carry forward socialist democracy, and strive to create a government image of a democratic place. Against the background of reform and opening up in the new era, China is fully committed to building a service-oriented government. Under the guidance of the concept of citizenship and socialism, under the framework of social democratic order, the government will be built to serve the citizens through legal procedures and in accordance with the will of citizens. Service-oriented government is also one of the important goals of building a harmonious unity in China. Therefore, the process of building a city image is also a process of publicizing government functions. The construction of a service-oriented government can not only ensure people's stable life, but also enable the country to develop healthily and steadily.

C. Location Features

Each city will have its own location features, and the location characteristics of the city are embedded in all aspects of the urban structure. A city's historical traditions, geographical location, local conditions and customs, transportation, food, etc. can all constitute different urban characteristics. In order to reshape a distinctive city image, it is necessary to grasp the location characteristics of the city. It is necessary to focus on the geographical characteristics of the city to analyze the location characteristics, and to fully

reflect the characteristics of the location in the overall direction, giving people a deep and good impression. For example, the city image of Hangzhou, the capital of Zhejiang Province, China, uses the warping room corners and circular arches in Jiangnan architecture as the form of expression. The right half contains the image of Hangzhou's famous scenic spot "Three Pools Mirroring the Moon", reflecting the strong regional characteristics of Hangzhou. The reshaping of the visual image of Hangzhou is a combination of historical culture and modern fashion, regional characteristics and international trends as well as abstract symbols and realistic images. On the one hand, the design reflects the core concept of urban development of "quality of life", on the other hand, it reflects the humanistic spirit of "exquisite and harmonious, open atmosphere" and the city brand of "city of quality of life" (see "Fig. 2").



Fig. 2. Hangzhou City image logo.

IV. METHODS OF RESHAPING THE VISUAL IMAGE OF THE CITY

A. Digging Location Elements

The visual image of the city first needs to establish an overall cognition of the urban location, and explore its location elements from different directions, including the following aspects:

1) *Agricultural location factors*: Agricultural location factors include natural conditions, socio-economic factors, climate, topography, markets, transportation and policies and so on. Agricultural production is the production department that people use the natural productivity of the land to cultivate plants or raise animals to obtain the required products. Its production targets are animals and plants, which also has different effects on the food hobbies and needs of the regional residents, therefore, the agricultural production has distinct regional characteristics.

2) *Industrial location factors*: Industrial location factors mainly include technology orientation, environmental orientation, market orientation, energy orientation and so on.

3) *Traffic location elements*: Traffic points include stations, ports, airports, etc. Their construction will also be influenced and restricted by economic, social and natural factors.

B. Blending City Image Characteristics

After mining the location elements, the design needs to integrate the needs of the government, the background of the city, the future development trend, etc., combined with its own aesthetic and theoretical knowledge into the embryonic form of the urban visual image. Seeking a creative form that is clear, concise, and easily accepted by the public requires accurate and clear integration of government characteristics. Generally speaking, it can be used to explore the vane of government image construction from the perspectives of urban development, government news, public opinion environment, and urban dynamic events. Taking the "design capital" of Wuhan as an example, the design of "汉" is the main body of the logo. In the Chu culture lacquerware, the two main colors of the logo are extracted, and the shape of one of the lacquerware products is selected as the contour transformation. The two letters "W" and "H" are formed and the two letters are also the abbreviation of "Wuhan". The whole visual symbol is clear and concise, easy to be accepted by the public, and accurately reflects the urban characteristics of Wuhan (see "Fig. 3" and "Fig. 4").



Fig. 3. Logo of design capital of Wuhan.



Fig. 4. Conceptual map of the design capital of Wuhan.

C. Reflecting Culture and Future Development Trends

In the context of the era of grand aesthetics, visual symbols should be not only concerned with the present, but should also focus on the embodiment of culture and the future development trend. Visual symbols should have more macro-strategic goals, forge ahead and look into the future. From the perspective of aesthetic psychology, "life sense" and "future sense" have important significance in the future design and development. The visual image of the city is the carrier of urban information. The development of visual symbols in the future will inevitably have an inseparable connection with the development of information. In order to accurately and quickly convey intricate information to the public, the standardization, systematization and specialization of visual symbols are inevitable development directions. Urban people engaged in various activities in the city are the receivers of the information expressed by visual symbols, so they should be the most important consideration factor for visual symbol design. The receivers' response is an important objective standard to evaluate the design of urban visual symbols. Therefore, in order to meet the various needs of people, the development of humanization, intelligence, individuation and other aspects is also inevitably important. In addition, in the urban environment, technicalization and environmental protection are also inevitable trends, which will be the direction for the development of urban visual symbol design in the future. The differences in environmental populations across the country require new rules to be established on the basis of norms, and the visual symbols of future urban images will be further developed in terms of order, standardization and normalization. Renren Chongqing is the visual symbol of Chongqing. With the theme of "double happiness", two happy and joyful people form a "庆" word, which tells the historical origin of the name of Chongqing. The visual symbol takes "people" as the main visual element, and shows the spirit of "people-oriented" in Chongqing. It conveys the "wide" and "big" open mind of Chongqing people, and it also reflects the meaning of "double happiness", wishing good luck. The auxiliary pattern of this visual symbol is mainly composed of Ba, phoenix, landscape and forest fire, and the multitude, which serves as design elements and implies the connotation that the government and the people are linked together to seek the development of Chongqing (see "Fig. 5").



Fig. 5. Chongqing City image logo design.

In the context of reform and opening up in the new era, the reshaping of urban visual image has become more and more important. The urban visual image is composed of a series of elements, and it is necessary to construct the visual identity and habit of urban vision through advertisements, brochures, websites, and various mobile platform images to convey the image and value of government vision.

V. CONCLUSION

The famous urban scientist Lewis Mumford once said: "The city should be an organ of love, and the best economic model of the city is to care for people and cultivate people". Therefore, people and cities are a harmonious unity, and people and cities continue to develop through mutual influence and interaction. The image reshaping of urban vision is a scientific, systematic, long-term and arduous project. A good urban visual image shaping work can make the city image better serve people. The advent of the digital media era also puts forward higher requirements for the development of urban visual image. The way of disseminating new media forms also represents the pursuit of visual level and this plays an important value and role in guiding people to think about urban culture and concepts in a macro and in-depth way, which can effectively improve the overall image of the city and realize effective communication between the city and people.

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