

# Research on Visual Guidance Design of Ethnology Museum

## Taking the Museum of South-Central University for Nationalities as an Example

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### ABSTRACT

As a public place with cultural significance, ethnology museum is more and more trusted by people. The visual guidance system in the museum, which directly serves visitors, has also made a breakthrough in design. On the premise of meeting the basic functionality, the introduction of digital media technology makes the visual guidance system of ethnology museum dynamic, interactive and informative. This paper aims to study the guide system of ethnology museum, analyze the traditional guide design, and better inherit the cultural connotation of museum on the premise of following the function of the guide system.

**Keywords:** *Ethnology, Visually oriented design, Digital media.*

### 1. INTRODUCTION

With the free opening of museums and the substantial increase of visitors, the development and application of the visual guidance system of museums cannot fully meet the modern service facilities and people's aesthetic needs, which have become the blind spot and weakness in the current design, especially the ethnology museum. In China, the introduction of visual guidance system in the museum environment is relatively late, and there is a lack of relevant experience and theoretical reference. This paper will use the research methods of field investigation and specific analysis of specific problems to analyze the current situation of the visual guidance system design of the ethnology museum of South-central University for Nationalities, discuss the constituent elements and design value of the visual guidance system of the ethnology museum of South-central University for Nationalities, and the influence of new media, new design and other directions on the visual guidance system of the ethnology museum of South-central

University for Nationalities. The application of this method is explored.

### 2. THE CURRENT SITUATION OF VISUAL GUIDANCE SYSTEM DESIGN IN ETHNOLOGY MUSEUM

Compared with the developed countries, the research on the guide system design in China is still in its infancy. It often ignores that the guide system design is based on architecture and people, just takes it as a simple visual symbol, and ignores the cultural connotation that the guide system design can convey to people. Such guide design is stereotyped and lacks innovation and cultural connotation. In other words, China can produce beautiful looking guide signs without considering the interaction between people and the environment. In recent years, in order to speed up the development of cultural industry, some ethnological museums in China have been constantly enriching national traditional cultural resources, fully reflecting the personality and characteristics of national culture, and earnestly making the culture carried by cultural relics move, live and shine. Taking the innovation and

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development of literature and art work as the background, combining with the actual situation of the region and its own development, aiming at the growing new, strange and special needs of the people in the national culture, and on the basis of the original form and manner of cultural relics, this paper integrates China's national policy, the concept of reform and development in minority areas, the promotion value and methods of literature and art products are integrated into the public life. Only by improving the development system of diversified cultural products, constantly strengthening the creative design of national culture, and promoting the organic combination of national culture and cultural industry, can higher requirements be put forward for the design of visual guidance system.

### 2.1 Lacking Guidance Planning

The visual guidance system design of the ethnology museum has been using the overall planning and unified standard design since the construction of the museum, and the guidance design of the exhibition halls of the major venues is unified. However, with the gradual enlargement of the collection scale of ethnology museum, the gradual increase and refinement of exhibition halls and functional areas, the visual guidance system of ethnology museum began to appear. Patterns, colors and styles are no longer designed and made according to unified standards, lacking logic and connection. After the visit, we found that the color of the visual guidance system of the Museum of Ethnology of South-central University for Nationalities is not eye-catching enough. In the exhibition hall, stairs, regional division and other places, the visual guidance system has become less unified, orderly and uniform, which has affected the audience's cognition and has not been well integrated into the architectural space environment of the museum ("Figure 1"). And the position of this guide view is not so eye-catching, the guide card is not big enough, the font on the guide card is not very clear, it makes people hard to see, and the impression is not good enough.

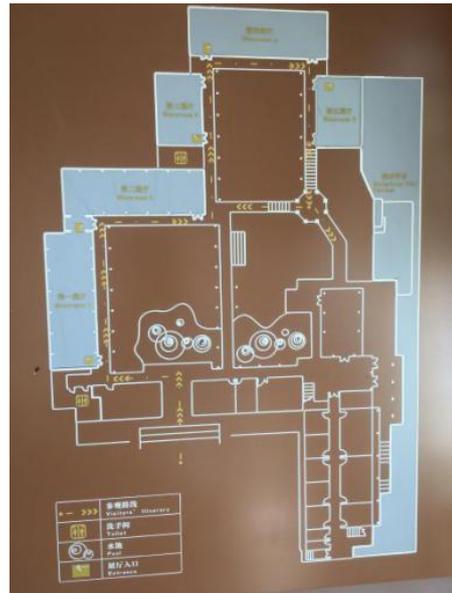


Figure 1 Guide map of ethnology museum of South-central University for Nationalities.

### 2.2 Lacking Attention to Details

Generally, the better design of visual guidance system can better integrate with the background environment, so many people will complain if the visual guidance system is not clear. When visiting the ethnology museum of South-central University for Nationalities, some visitors complained that the guidance system was not clear enough, and different exhibition halls were not distinguished by signs. Visitors could not distinguish between the areas they had seen and the areas they had not seen. This was very inconvenient, and the zoning of the guidance system was not obvious.

### 2.3 The Design of Guide Icon Lacks Characteristics

In the visual guidance system design of the ethnology museum of South-central University for Nationalities, the icon design is general, lacking certain artistic expression, and does not highlight the characteristics of the ethnology museum. Most of the visual guides use words, which can combine graphics, icons and words. It can reduce the weariness of the audience in the space environment, improve the attention of the audience, achieve the effective dissemination of information, and make the audience have a better sense of experience ("Figure 2").



Figure 2 Guide icon.

### 3. CHARACTERISTICS AND AESTHETICS OF VISUAL GUIDANCE SYSTEM DESIGN OF ETHNOLOGY MUSEUM

#### 3.1 *Characteristic Analysis of Visual Guidance Design of Ethnology Museum*

##### 3.1.1 *Displaying Regional Culture*

In the historical process of social development, museums have the characteristics of cultural coordinates, which vividly reflect the regional features and changes of human history, culture and art. With its profound historical precipitation, it endows the city with the flavor of cultural civilization and forms its own unique regional culture.

Museums originated from human collection, which are not only a special means for human beings to know themselves and the objective world, but also an important aspect of human cultural accumulation. The development of culture creates the premise for collection activities, and collection activities promote the accumulation of culture. In developed countries, museums play an important role in inspiring national spirit, improving national cultural quality and cultivating national pride. Therefore, not only the National Museum, but also the ethnology museum is an important part of compulsory education for the whole nation. Under the impact of the wave of global economic integration, the protection of regional national culture has become a huge social trend, and more and more people have realized the importance of protecting the regional culture. The visual guidance system design of ethnology museum of South-central University for Nationalities highlights the

regionality, which can bring self-identity to visitors on this land. This emotion is also a kind of self-identity of regional culture in essence. Giving full play to traditional culture and regional culture in the design of visual guidance system of ethnology museum is an important part of the design of Museum guidance system. Efforts should be made to find representative language in line with regional culture. The refining, positioning and shaping of regional culture is an important factor in designing a good guidance system, and it is also the only way to build a museum with regional and national characteristics.

##### 3.1.2 *Showing the Image of the City*

City image is the general, abstract and general cognition and evaluation of a city by the public. It covers three aspects: spiritual civilization, material civilization and political civilization, including politics, economy, culture, ecology, city appearance, social order, citizen quality, history and culture. City image is closely related to natural conditions, resource conditions, cultural status, regional characteristics and other factors.

As an important part of social culture, with its profound historical precipitation, museum endows the city with the charm of cultural civilization and forms its own unique city image. These cultural concepts, including urban spirit, urban behavior, urban personality and urban values, are embodied in the creation of Wuhan Museum of Ethnology, which is rich in regional culture to meet the aesthetic and psychological needs of the local people, and the unique visual form to decorate the ethnology museum of South-central University for Nationalities must be its biggest feature.

#### 3.2 *Aesthetic Function of Visual Guidance System Design in Ethnology Museum*

With the development of civilization, on the basis of meeting the needs, the aesthetic requirements become more prominent. From the earliest utensils of Chinese porcelain to the utensils enjoyed by the nobles, it is the embodiment of the improvement from practicality to aesthetics. Modern design art requires the integration of practicality and aesthetics. "In the field of design, modernism has been serialized and standardized for the first time, and embodies rational, functional and practical aesthetic principles." The study of modern aesthetics also makes us know that aesthetics should not only study the form beauty of products,

but also extract the beauty from the culture, concept and spirit of products, and transform each other in the interaction of material form and spiritual culture.

#### **4. IMPROVING THE DESIGN SCHEME OF VISUAL GUIDANCE SYSTEM OF ETHNOLOGY MUSEUM**

##### ***4.1 Icon Design Scheme***

The guiding icon design under the visual guidance system of the ethnology museum of South-central University for Nationalities should also reflect the national characteristics, regional culture and venue characteristics in the design, as well as the innovative spirit, just like the auxiliary graphics. At present, the guiding system icon of the national museum uses the traditional standard guiding system icon, which is lack of characteristics. In the design of visual guidance system, logo design is particularly important. Taking the logo of Guangxi National Museum as an example, the logo modeling of the museum takes geometric graphics as modeling elements, which is consistent with the design of the museum. The appearance of the buildings is the same. They all adopt the modeling features of "bronze drum" with Zhuang ethnic characteristics, and design with the modeling elements of "line". The logo design is simple and clear, with profound implication and strong recognition. It depicts the appearance features of the architectural environment around Guangxi Ethnic Museum, reflecting its regional characteristics and ethnic minority culture. The logo color matching takes black as the main body, with five common colors of yellow, blue, red, green and purple in Guangxi Zhuang brocade, which expresses the splendid Guangxi minority culture of "five colors and eight guises". The logo color matching design shows a strong national culture and plays an important role in the visual guidance system. There is no icon design in the ethnology museum of South-central University for Nationalities. The icon of the museum is the school's icon, and there is no innovation.

##### ***4.2 Modeling and Material Design Scheme***

The outdoor visual guidance design of the ethnology museum of South-central University for Nationalities can also consider the use of minority elements, which is innovative in modeling and materials. At present, metal materials are mostly

used in the outdoor visual guidance system of ethnology museum. Although metal materials have good durability and are not easy to deform, their corrosion resistance is general, they are easy to rust and age with the passage of time and rain. If we choose stone material, because the stone is simple and natural, and has strong anti-corrosion ability, it can be well integrated with the natural environment outdoors, and it can also show its own unique charm over time. In the modeling, the "Huashan rock painting" pattern is used to carve the original patterns of ethnic minorities, and the main text in the visual guidance is placed in the middle. By changing the material and shape, the design scheme skillfully integrates the original form culture of ethnic minorities with the design of visual guidance system, which not only keeps consistent with the overall architectural style of ethnic museums and plays its guidance function, but also better reflects the unique ethnic culture. Just like the stone engraved on the entrance, the ethnology museum of South-central University for Nationalities can use stone as a guide sign, which will be more distinctive ("Figure 3").



Figure 3 Hall of ethnology museum of South-central University for Nationalities.

##### ***4.3 The Application of New Technology***

From the perspective of the use of new media in domestic museums, the main forms of new media application are: official website, micro-blog, virtual museum, mobile navigation based on Apple or Android and other intelligent systems, WiFi network environment construction and data download and use, digital display, touch display, large screen play in the exhibition, etc.

###### ***4.3.1 The Application of Website***

The website is an important information release system of the museum and an important window and platform for external publicity and display. At present, most museums in China have set up their own websites. From the perspective of cognition and use, it has been popularized and widely

accepted. However, the museum of nationalities is a little backward in its website, and the information it can collect on the Internet is also very limited. Moreover, in the national museum, the construction of the website has gone through the construction and development process from simple static page to perfect background and database system, and has become mature. Then the national museum has stopped, which is also an important point that the national museum has gradually faded out of the sight of the audience. The Museum of Ethnology is still lacking in the real-time updating of its website. Although this method will be more traditional, it still needs careful management. In the case that most people do not understand, they will still choose the website method to have a general understanding of its museum.

#### *4.3.2 The Application of Virtual Museum*

Virtual museum is to process museum buildings, exhibitions, collections or other information through virtual reality technology, realize the virtual display and reproduction of museum-related information through the network, and realize the visitors' browsing experience. More domestic museums use virtual technology in exhibition or collection display. The Palace Museum, the National Museum of China and Shanghai Museum are the earliest virtual museums. Nowadays, the ways and means of technology implementation are becoming more and more diversified. The construction of virtual museum usually has a large capital investment, which has become a bottleneck for some small and medium-sized museums.

#### *4.3.3 QR Code Application Guide System*

With the development of the Internet era, the popularity of mobile terminal devices in the public has increased. Museums use a variety of indoor positioning technology to achieve accurate positioning function, and the combination of the two visitors can accurately locate the location of visitors in the museum. This technology can provide mobile services to visitors anytime and anywhere. Visitors can use mobile phones or flat-panel mobile terminal devices to determine their own location and timely view and understand the information of the surrounding environment. At the same time, they can also find the information of their destination. Two dimensional code technology is also very popular in the era of mobile services. The public has a high acceptance of the two-

dimensional code payment method that can be seen everywhere around them, and it really greatly facilitates people's lives. The museum guide system can also combine two-dimensional code technology to paste two-dimensional code signs on obvious and important positions in the museum, so that visitors can pass the two-dimensional code identification to get more information. Now, many museums provide visitors with mobile devices for route introduction and explanation. Visitors only need to use their own mobile terminal devices to get their own address. It is very convenient to find the information about their location, which provides great convenience for the process of participation.

#### *4.3.4 Operation of Social Media*

It is mainly through the way of micro-blog, WeChat and network live broadcast, to build official micro-blog account or WeChat official account for publicity, real-time development, and arouse people's attention. In general, the exhibits of museums will have mobility changes, but the ethnology museum will have many limitations. Although there are many nationalities and the characteristics of each nationality are relatively clear, this point is not particularly well used in the ethnology museum of South-central University for Nationalities. It can be publicized in this way to help the audience know the latest news of the museum.

#### *4.3.5 Intelligent Robot Guide*

In addition to WeChat navigation, offline robot navigation is added. Navigation robots are set up at all locations of the venue. Through voice recognition function, dialogue service with the audience is realized. Display screen, loudspeaker and other equipment are equipped to realize real-time route guidance, information broadcast, visit tips, advertising recommendation and other functions. That is to liberate part of the artificial, but also increase the sense of modern science and technology of the venue. During the holidays, many museums are faced with the situation of large passenger flow. It is not enough to deal with the operation of large passenger flow only with the existing human resources of the museum, so the intelligent navigation technology is not enough. It is particularly important at this time.

## 5. FUNCTION EMBODIMENT OF DESIGN IN VISUAL COMMUNICATION DESIGN OF ETHNOLOGY MUSEUM

In the process of museum construction, visual communication design is the final presentation of environmental expression, and it is an important service facility of the overall environment of the museum. Its construction needs continuous optimization and adjustment, and its function will bring the audience a good experience, which is close to the aesthetic needs and practical functional needs of the public.

The design of visual symbols in museums should objectively follow the design principles of standardization, functionality, integrity, culture and science. Starting from the experience of visitors, it is necessary to select appropriate modeling, color, text and other elements as clearly and accurately as possible, so as to convey relevant information quickly, intuitively and effectively. In the design, we can combine the icon graphics of international convention, add the element of "Regionalization", and unify the "icon emotion" with the overall cultural style of the museum. In terms of creativity, new materials, new media and new technology can be integrated into the visual system design by combining the information transmission process, people's visual habits and psychological cognitive factors. The visual symbol design used by the ethnology museum can have a certain national art style. It can also strengthen the characteristics and aesthetic functions of the visual symbol design, enhance the artistic and cultural connotation of the symbol design, and give people a pleasant feeling.

## 6. CONCLUSION

In the use of visual oriented design, it needs to improve the use of visual communication design in the National Museum through. New media is based on digital technology and network technology, with multimedia as the form of information presentation. It has the characteristics of all-weather and full coverage. The digital collection and display of excellent national culture and fine cultural relics can get rid of the limitation of time and space, and bring diversified display methods, so that anyone can "visit" the museums and excellent cultural heritage at any time and place, and promote the development of online and offline industrialization. The powerful characteristics of new media have greatly enhanced the spread of national culture. To

a great extent, the guide system of a museum measures the value level of a museum, and the satisfaction of visitors to its experience is also an important criterion. Therefore, with the development of new media, combined with the museum guide design, visitors' experience is greatly improved, which promotes the contemporary museum to establish a new image in the new media era. Now there are still some gaps in the level of museum guide design between China and foreign countries, such as the principle of new media design is not strong, the visual intuitive feeling is not enough, and so on. The museum guide system in the new media era has greatly changed the traditional form and method that people get the information they want in the process of visiting. It also affects people's way of thinking to a certain extent. The development of new media is of great significance to people's life and design.

## AUTHORS' CONTRIBUTIONS

This paper is independently completed by Wenzhen Nie.

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