

Research on the Construction of Spatial Image of Wuhan City from the Perspective of Ecological Civilization

Taking the Outdoor Advertising Landscape as an Example

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Abstract—Outdoor advertising landscape is to build an important window to show the image of city space. The matrix of outdoor advertising landscape of Wuhan city is not balanced. The production level and the environment system aren't in high degree of harmony. The management, maintenance and sustainable development suffer bottlenecks. And it has negative effects on the construction of city spatial image. In accordance with the principle of ecological civilization, it must strengthen the overall planning of the landscape of outdoor advertising and create a new business card of urban space image with regional characteristics from the aspects of the integrity of urban environment, the fusion of design arts and the innovation of management methods.

Keywords—spatial image; Wuhan city; outdoor advertising landscape

I. INTRODUCTION

Urban outdoor advertising landscape takes various outdoor advertising facilities, elements and media as the main body. And then, it would integrate and layout these things in the urban outdoor space to form the human landscape. [1] It should effectively play the role of urban space image of outdoor advertising landscape, avoid visual pollution of urban space environment, and increase the vitality of urban space. It is the innovation of means of shaping urban image in ecological civilization era.

II. THE MEANING OF ECOLOGICAL CIVILIZATION OF OUTDOOR ADVERTISING LANDSCAPE AND URBAN SPATIAL IMAGE

Ecological civilization is a new model of civilization following the primitive civilization, agricultural civilization and industrial civilization of mankind. It can be regarded as all positive achievements of civilization in a narrow sense. It can also be regarded as the basic standpoint, viewpoint and method for mankind to handle the relationship among the

humankind, man and nature, and man and society. Human beings apply high and new science and technology, and take the coexistence of human beings and the biosphere as their values to seek for an ecological production and life style or ethical form of civilization with the principles of the ecosystem. [2] In the urban space, the complex artificial ecosystem of "nature—economy—society" is the urban system of ecological civilization based on the transformation and adaptation to the natural environment. And it should take residents as the center. The key factors, local nodes or location relationships of urban ecosystem constitute the potential urban ecological security pattern. [3]

The image of the city space is the conceptual assessment of the general characteristics of the spatial pattern of the urban area. It is a rational consideration of the future development of the city [4]. With special and multi-level spatial information identification symbols, it constitutes the overall picture of the city and becomes an important strategy that affects people's investment, tourism, livability and entrepreneurship. It has become a cultural capital that enhances the popularity, reputation and radiation of the city. Outdoor advertising landscape, as an important part of urban information system, visual environment system and image recognition system, is an artificial structure landscape based on the integrated urban space environment, which highly integrates science and aesthetics, technology and art, industry and culture. Outdoor advertising landscape is an important form of human activities in the image of the city space.

We should co-ordinate the outdoor advertising landscape planning and design, and release the implementation methods in accordance with the concept of ecological civilization awareness, values orientation, codes of conduct and living ways. The functions of the advertising landscape structure play important roles in the process of ecological environment. And it is embodied in the mosaic of the landscape by the influence of energy, material and organism. [5] And it is comprehensive dynamic tracking of the urban spatial image elements in the whole region. It is conducive to the overall layout and structure of outdoor advertising

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landscape, to ensure balance and sustainable guidance among the elements of advertising landscape [6], to achieve the best use of materials, and to promote the urban spatial image with regional characteristics and ethnic characteristics.

III. THE PROBLEMS OF OUTDOOR ADVERTISING LANDSCAPE OF SPATIAL IMAGE OF WUHAN CITY

A. *The Matrix of Outdoor Advertising Landscape Is Not Balanced, and the Overall Characteristics Are Not Clear*

The matrix is a widely distributed and continuous background structure in the landscape. The outdoor advertising shows the contents through the foundation of the infrastructure, design and production and the performance of the landscape on the basis of all kinds of advertisement elements. Due to the lack of the special planning of outdoor advertising landscape, the span of outdoor advertising landscape of Wuhan city is too large. And it has distance with the city landscape system. And it lacks the cooperation and mutual supports.

Outdoor commercial advertising just pursues the markedness, which affects the overall appearance. The overall advertising landscape is not clear. For example, Wushang, Zhongnan commercial groups, Xu Dong and other major shopping malls seize the important sites piling up advertisements, and pursue visual appeal. This has affected the overall effect of urban landscape. The outdoor advertisements lack three-dimensional form, and light color tone lacks the standards and control. There is a sense of light pollution. Advertising development is relatively decentralized. And the advertisements pursue own economic roles; make a dent in the spatial visual landscape, cultural connotation and other urban image effect. It has deepened the burden on the environment, and even has led to the loss of urban landscape and cultural connotation.

B. *The Environmental Balance of Outdoor Advertising Is Weak, and the Issues between Management and Maintenance Are Prominent*

From the view of the coordination of ecological environment, some outdoor advertisements excessively pursues luxury. These advertisements win by large numbers and quantity. They pile up materials and waste energy and resources. And these advertisements are not in close contact with the overall regional environment. For example, outdoor advertising coverage of Xudong business circle and Optics Valley shopping district is too high. The light and color rendering break the balance of the urban environment.

It lacks effective management of outdoor advertising. The advertising lights at the traffic node districts are mixed, which has caused security risk for the pedestrians and vehicles. For violation of laws and regulations, and indiscriminate chaos of building outdoor advertising, the departments would shirk. The governance is not strong and effective. The maintenance and management of outdoor advertising is lagging. The facilities of advertising landscape have suffered natural or man-made damage. And these

facilities couldn't be fixed timely, and would be shelved for a long time. It has affected the appearance, and has made negative influences on the environment. The overdue advertising exists for a long time, which would mislead the dissemination of information and image. To some extent, many "inflexible advertisements" have undermined the ecological development of the city image.

IV. WAYS OF OUTDOOR ADVERTISING LANDSCAPE PROMOTING ECOLOGICAL CIVILIZATION OF WUHAN CITY SPACE IMAGE

A. *The System Optimizes the Matrix Layout of Advertising Landscape and the Image Layout of Urban Space*

It would integrate the outdoor advertising into the city space image system. And it would make overall concept and co-ordination layout of outdoor advertising landscape with the ecological ideas. [7] Then, it should guide the outdoor advertising groups to make overall construction to extend the image of city, and gradually establish advertising landscape planning with full coverage. We should solve the macro issues of distribution technology and human activities of outdoor advertising landscape, handle the relationship between the long-term development of outdoor advertising landscape and the recent construction, and guide the reasonable development of outdoor advertising landscape.

The planning should follow three concepts. The "golden"—the form of outdoor advertising is various and unified, colorful and harmonious. And it has highlighted the commercial atmosphere of commercial outdoor advertising. The "silver thread"—Outdoor advertising with high technology promotes the construction of the spiritual image, and create restful environment. The "shining point"—It can shape the city brand, establish city image (such as airports, docks, railway stations, urban entrances and exits, etc.). It can layout the outdoor advertising landscape system. The "golden", "silver thread" and "shinning points" constitute the urban landscape picture of outdoor advertising, form strictly controlled setting area, the limitation setting area, the centralized display area, the general settings area and other matrix levels, and improve the overall image of advertising landscape of the city.

B. *To Coordinate the Release of Outdoor Advertising Production and Improve the Ecological Image of Space Environment*

Outdoor advertising would optimize the urban landscape environment, improve the urban characteristics and styles, and promote the harmonious development of ecology. First, as the urban environment corridor, the outdoor advertising could make up for the shortcomings of urban space, insulate the pollution, enrich the connotation of urban space, and make complementarity and mutual coordination with natural landscape, streets and playground, green plants, relics and other different levels of cultural environments. For example, urban construction sites use large billboards to make a circle. It would effectively cover the dust, reduce noise pollution, transfer visual attention, and maintain the overall urban environment. For the beautification of the building exterior

walls, slope protection, tunnels, ditches and so on, we could use ingenious settings of outdoor advertising to make the landscape effect. To the greatest extent, it would make up for the urban environment [6]. Second, the publishers of outdoor advertisement should examine the surrounding environment of the publication place, interpret the outdoor advertisement as the urban artistry, put them in the urban elements, and even regard them as the "artwork" to construct the perception [7]. They also should connect visual effects of advertising with the city space image, and take into account of the environmental capacity and ecological impact. According to the principle of ergonomics, it can provide static and dynamic characteristic parameters of human body shape. And then, we could analyze the functional characteristics of visual senses and control the scale parameters of outdoor advertising landscape and space. Also, we could coordinate the settings of outdoor advertising landscape space with human psychology and physiological functions, and find the best parameters of the spatial system. In the end, it would achieve the greatest degree of overall harmony.

C. *To Strengthen Art Design of Outdoor Advertising Landscape and Enhance the Aesthetic Qualities of Visual Space*

We should consider environmental visual effects and viewing experience with overall foresight. And we should also estimate the actual exhibition effects of the outdoor advertising group in details. From the view of the relationship between visual perception characteristics and outdoor advertising information, we should give full play to the charm of outdoor advertising landscape media, grasp the proportional relationship among advertising landscape media modelings, combine visual effect elements, and control the requirements of advertising screen. We should adhere to the principle of unification and confidentiality, standardize the overall performance of the visual layout among advertising groups, and organize the advertisements with similar organizational forms, complementary styles and multiple media outlets to have match [8].

We should rich the performance of the advertising landscape, advocate the diversification of landscape styles, and avoid "1000 people one side". We should highlight Chinese culture and cultural characteristics of Jingchu in the design of the advertising of Wuhan. It should reflect the expression of advertising demands, convey the aesthetic association, and deepen the visualization and conceivable degree. Then, we could create the artistic conception of traditional Chinese arts of the advertising landscape. Outdoor advertising landscape with art forms has become a highlight of urban image. The advertising should increase the intensity of urban traditional culture and spiritual performance, avoid over-packaging and exaggerated publicity, and take into account of economic and social benefits.

It should play the visual aesthetic role of light advertising in the night of the city. The advertisements with pure colors are imaginative and well-made. These immaculate and transparent light box advertising and neon lights, LED and other advertising lights promote the image of the city night space with radiance and beauty. From the perspective of

"brightness distribution", "uniformity of illumination", "light color, color rendering", and "glare limitation", we could normalize the design requirements of lighting quality of the outdoor advertising landscape. And the lighting advertising landscape should be fully tapped to strengthen nighttime color recognition of the city. And it is the best way to achieve the urban night color mood distillation. Then, it could convey the visual charm of urban ecological civilization.

D. *To Strengthen the Management of Outdoor Advertising Production and Enhance the Connotation of Urban Green Development*

In terms of advertising content, we should promote the barriers to entry of advertisements, increase the ratio of public service advertisements appropriately, investigate and punish illegal and violent advertisements with vulgar content and false effects, strengthen the universal function of disseminating ecological culture and enhance the scientific and technological content of the performance of outdoor advertising landscape. We should standardize the advertising industry standards and increase the orderliness of urban society. And then, the regional representatives and symbolic functions of local symbolic have been well expanded.

We should grasp the characteristics of outdoor advertising landscape, promote the integration of outdoor advertising management functions from the perspective of entity, open and contact, integrate the promotion of urban image and the features of advertising management, play the role of industry associations, improve management efficiency and coordination and improve the daily supervision and reporting system. We should standardize the development of outdoor advertising and limit the number of rational development. It should ensure zero growth of carrying capacity of urban environment.

In the usage of materials, we should follow the principle of environmental protection, use "modular" accessories to facilitate the renewal and re-use of materials, control production and the release of noise during the production process, prevent and control environmental pollution, improve the efficiency of the use of advertising resources and promote the development and utilization of energy saving and environmental facilities. In commercial areas where outdoor advertising is concentrated, it should use lighting advertising landscape to supplement the main body of urban lighting and decorate lighting. And it is also the inevitable way of sustainable development of green lighting.

We should eliminate unscrupulous outdoor advertising facilities, remove advertising waste, improve the cleaning of the main body of the advertising, maintain the protection of facilities and equipment regularly and make the replacement timely. We should focus on checking the advertising on the roof of high-rise buildings. And we wouldn't tolerate dangers. We should remove these advertisements as soon as possible to maintain the beautiful landscape of outdoor advertising. The ecological and cultural confidence of advertising landscape can enhance the image of urban culture.

V. CONCLUSION

Outdoor advertising is the inevitable product of urban development. And the impacts of outdoor advertising on urban space image can't be underestimated. We must proceed from the overall situation of human ecological environment, make overall planning and layout of urban outdoor advertising design and production, and strengthen the construction of ecological civilization in the usage of materials, energy utilization and visual impacts. Then, it could highlight the outdoor advertising landscape to optimize the urban space image and enhance the positive role of ecological development. Finally, it would achieve the sustainable development of modern cities.

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