Research on Practical Teaching Mode of Visual Communication Design Major from Perspective of Community Service

Taking the Sandeli Community in Jiang'an District of Wuhan City as an Example*

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Abstract—**With the development of diversified communities in China in recent years, as one of the means of community renewal and service, art needs to be involved in today's communities in aspect of visual communication design, so as to change the indifferent human relationship and over rational atmosphere in community. This paper expounds the importance of visual image innovation in old urban communities from the perspective of community service, analyzes the visual image problems existing in Sandeli community in Jiang'an District of Wuhan City from the perspective of practical teaching of visual communication design major and proposes innovative design scheme. The innovative design scheme was designed on the basis of basic image, landscape image, visual guide system and industrial image and a comprehensive consideration of the natural environment, social environment and human environment, and achieving the ideal innovative design effect in order to get an ideal innovative design effect, bring new vitality into the old urban community and promote its good development.**

Keywords—community service; Sandeli; visual communication design; practical teaching

I. INTRODUCTION

With the development of diversified communities in China in recent years and people's understanding of community diversification, community has large cultural, lenient and secular characteristics. As one of the means of community renewal and service, art needs to be involved in today's communities in aspect of visual communication design, so as to change the indifferent human relationship and over rational atmosphere in community. At the same time, by virtue of community service, the involving of visual communication design in community planning and design may become an effective way to construct the urban space characteristics of China.

The community renewal in China is transforming from the mode of commercial attraction dominated by the government to the mode dominated by citizens and associated by the government in making decision. The publicity and culture of visual communication design can awake the awareness of citizens and community service is a redistribution of social resources based on cultural force. The development trend of getting visual communication design involved in community is to get the environment, life and other aspects synchronously updated with the times so that residents live a more comfortable and harmonious life. Visual communication design has become the basis and improvement of community development services and sustainable updating mode.

II. RESEARCH CONTENT OF PRACTICAL TEACHING MODE OF VISUAL COMMUNICATION DESIGN MAJOR

The research on the practical teaching mode of visual communication design based on community service perspective is realized by creating digital information system module, taking "design involving in community service" as the teaching orientation and in combination with detailed data and materials of teaching practice cases. In terms of teaching methods, model, animation or music and so on is a dynamic digital expression mode. The teaching mode transforming from 2D space to 3D space or 4D space may also stimulate and improve students' research interests.

A. Optimizing the Practical Teaching System of Regional Culture

The combination of local cultural characteristics and visual communication design education is an inevitable trend in the development of visual communication design major in local colleges and universities. It is available to get the local cultural characteristics converted into visual element and practically applied on the basis of community service, over a research and innovative design on the cultural resources of

local characteristics by virtue of practical teaching mode, in order to apply visual communication design in serving the social and economic development.

B. Establishing a Digital Information System Module

In the professional practice learning process of students in visual communication design major of this college, it is available use digital methods such as 3D model, music rhythm and animation demonstration to get students available to look for cultural background materials of a real community, add the culture, traditional festivals, folk arts and other elements of a place into the construction of community culture. In addition, specific case can be formed into a long-term stable art practice program. Through visual and vivid case presentations, students can fully experience the artistry of design changing live and the uniqueness of local culture. This way can greatly improve students' participation and true perception of professional knowledge.

C. Testing the Practical Teaching Effects on the Basis of Real Community Case

Taking the Sandeli community in Jiang'an District of Wuhan City as a real case, it is available to design the logo of the community and visually make a characteristic design for the entire community, including some design elements such as color, font, cultural atmosphere, craft production, etc., to change the public environment of the community and get culture involved in the community and further improve the popularity of the community. At the same time, the practical teaching effect of the visual communication design course can be tested by virtue of specific community environment.

III. EXPLORATION OF THE VISUAL IMAGE OF SANDELI COMMUNITY IN JIANG'AN DISTRICT OF WUHAN CITY

A. Overview of the Visual Image of Sandeli Community in Jiang'an District of Wuhan City

There are hutongs in Beijing, alleys in Shanghai, and lanes in Wuhan. The old lanes bear the urban nostalgia of the five or six generations of Wuhan people. As recorded in relevant literature, the earliest lane in Wuhan was Sandeli built up in 1901. Overall appearance of the community has been well preserved and the appearance of Xiang Jingyu's House is preserved in relatively intact condition. The

architectural features of lane are relatively profound. The architecture referred to the style of Shanghai Shikumen. In the division of the unit plane, it draws on the layout of the Chinese traditional quadrangle dwellings, and the interior is closed to form a small patio so that it looks peculiar.

B. Problems Existing in the Visual Image of Sandeli Community in Jiang'an District of Wuhan City

In order to study the innovation of visual image of old community in the city, an investigation and analysis was conducted on Sandeli community, the earliest lane in Wuhan City. The investigation results show that problems in visual image of Sandeli community are mainly reflected in the following three aspects:

1) Problems in visual image of architecture: With the development of economy and unceasingly changing lifestyle of people, the original functions of the architecture can no longer meet the real life demands of the community residents. Self-constructed houses can be seen everywhere, resulting in a more disordered architectural layout, giving us a sense of awkwardness and disharmony in visual image. And some wall surfaces are aged seriously and are rendered and repaired in a simple way, with many cracks; some wall sections are often covered with wires, plants, advertising flyers. There is a large difference between the inner and outer facades of architectures in the community. The outer facade is well preserved, with relatively profound architectural characteristics, while the inner facade is too old and has no historical features and cultural deposits (see "Fig. 1"). In addition, Xiang Jingyu's House is only hanged with marks of cultural relics on the outer wall. Although the appearance is well preserved, the inside has already been inhabited by the residents. The original trail has been completely destroyed, and cannot expose the House and historical deeds of Xiang Jingyu. In this way, the public cannot visually get to know China's outstanding historical culture and celebrity deeds. The community residents do not have a strong consciousness to maintain the visual image of the community.

Fig. 1. Inside environment of Sandeli community.

2) Problems in plane visual image: The overall visual image in the community is not systematic; the basic visual image recognition system is relatively simple; the color application is unreasonable and the layout design lacks innovation and enjoyment. The bulletin board in the community is only used for guiding and the board material is selected randomly, giving a bad psychological hint to the residents: serious and indifferent.

The visual guide logo is not perfect, and the design content is more biased towards the urban style and non-conform to the local actual situation and has low practicality. It is difficult to play an ideal visual guide role. There are nine gates in Sandeli community. Each gate has no corresponding number, which is not conducive for residents to get familiar with the living environment, cannot contribute to social harmony and progress and promote social progress (see "Fig. 2"). The house number of each household is not indicated in standardized identification, color, board type and other visual application. It is not systematic enough and not unified enough visually.

Fig. 2. Guidance within the Sandeli community.

There are no aesthetics in landscape facilities in the community. The design of urban infrastructures such as dustbin and fire extinguisher are too indifferent, lack humanistic care and lack visual innovation (see "Fig. 3"). There is a serious problem of chaos of wiring in the street. Clothes are hanged outside in the street and thus separate the vision of people. Additionally, the flower discs disorderly placed at the entrance of the residential area affect the visual image of the overall environment of the community.

Fig. 3. Landscape facilities in Sandeli community.

3) Problems in image of community service: The image of community service is an important part representing emotional care, which enables residents to feel the warmth of the community. This is also the realm of truth, goodness and beauty pursued in art design. Judging from the current service image of Sandeli community, the neighborhood relationship is relatively harmonious and the community's service level is relatively high. Traditional community neighborhoods have a tradition of mutual care, know the background of each other and get along with each other harmoniously. The wide and clean streets provide residents with a lot of space for communication. They may often talk in crows and groups on the streets, or concentrate on the central parterre to carry out collective activities, presenting a visually pleasing image of the community. However, Sandeli community is small in scale, and there are problems such as imperfect facilities, large safety hazards and low degree of openness, which is not conducive to the smooth development of various community activities and reduces the image of community service.

IV. EXPLORATION OF THE VISUAL IMAGE OF SANDELI COMMUNITY FROM THE PERSPECTIVE OF COMMUNITY SERVICE

In view of the visual image problems existing in Sandeli community, its innovation design should be divided into several categories and then implemented from various aspects to enhance the overall visual image of the community.

A. Regional Culture Innovation Design Composition of Visual Image

1) Landscape image: Residents' aesthetics and natural environment are the main factors affecting the landscape image. For the innovation for visual image of Sandeli community, it is firstly necessary to enhance public environment construction to avoid the appearance of dirty, chaotic and bad phenomena, so that residents can experience a more convenient and comfortable environment. In addition, it is necessary to create a good culture atmosphere by making innovation for visual image of the community in combination with the natural environment, folk customs and traditional culture in order to satisfy residents' pursuit in emotional and spiritual level and reflect the concept of truth, goodness and beauty in art design.

2) Image of the industry: When making innovation for the industrial image of Sandeli in Jiang'an District of Wuhan City, the aspects to be mainly considered are industrial image and product packaging. Packaging design should try the best to reflect the regional characteristics and traditional culture, enhance the culture connotation of local brand, accelerate the development of characteristic industry and make Sandeli's industrial image and product packaging visual image unique and becoming the representation of the community (see "Fig. 4").

Fig. 4.   Cultural and creative product of Sandeli community.

B. *Establishment of Visual Image Digital Information System Module*

Sandeli community is divided into the following sections when establishing the visual image digital information system module:

1) Basic image: Logo, logo colors, standard fonts and so on all belong to the basic image in visual innovation design of old community. In actual design process, it is necessary to fully present its new development and changes in the life of the community residents and show the regional characteristics of the old Sandeli community in combination with the actual development and situation of Sandeli (see "Fig. 5").

Fig. 5.   Logo of Sandeli community.

2) Visual guide system: The visual guidance system design for Sandeli community should provide an ideal visual guidance effect in a simple, explicit and general manner on the basis of the lifestyle and way of communication of residents, as shown in "Fig. 6". In the actual design process, it is neither necessary to pursue urbanization style, nor needed to apply trend elements, but create a more practical and inclusive visual guide system and a more comfortable community visual environment in combination with local folk customs and characteristic culture with reference to the living position of residents and provided that the traditional living style of the community is preserved.

Fig. 6.   Guide in Sandeli community.

3) Interface of the community APP: The design of interface of Sandeli community APP as shown in "Fig. 7" should be made on the premise of the sense of belonging of community residents, the happiness of community residents and the harmony and civilization of the community. In this way, it will be able to better provide community life services and truly realize the combination of producers and consumers in a sharing mode to realize the vision of residents to live in working and work in living. In addition, some local culture, traditional festivals, folk art and other elements are added into the construction of the community culture APP.

Fig. 7. Design of interface of Sandeli community APP.

C. Implementation of Visual Image Innovation Design

In the innovative design of the visual image of Sandeli community, it is necessary to retain some living memories based on history and culture of the community and achieve good development of the community in the process of making inheritance and innovation. In detail, a new visual image design can be created in three aspects such as natural environment, social environment and human environment, so as to achieve innovation in image design.

First of all, for the natural environment, it is the foundation for residents to build villages, live and produce. It can be said that the innovation of community visual image is carried out on the basis of the natural environment. In specific design process, the natural environmental style and feature should be preserved as much as possible. For example, when dealing with plants adhering to wall face, it is possible to set up a properly arranged rope net to provide the required living space of the plants and to exert their shading function.

Secondly, for the visual innovation in social environment, it is necessary to widely ask for opinions and suggestions of the residents so that they can actively participate in it and strengthen the consciousness of residents being the leading character. For example in designing community logos, dustbins, newspaper columns, mail boxes and so on, residents can vote to choose from a variety of design works or participate in the production of various visual image arts so that the community visual image innovation effect can better satisfy the public.

In addition, for the visual image innovation of human environment, it is necessary to start from the improvement of external facilities, trigger more and more frequent community activities among community neighborhoods and promote exchanges among neighborhoods so as to create a good human environment and achieve an innovation effect in visual image.

V. CONCLUSION

Gogol once said that "the city is like a big book of stone which is updating to a new page in every period." A livable

community environment not only provides people with a more secure and comfortable living place, but also contributes to the construction of a civilized and harmonious city, as well as the coordinated and sustainable development of people and nature. Hence, it is needed appropriately transform old communities in order to create a livable community environment. By discussing the path and influence of involving visual communication design into community and making research on the relevant practical teaching mode, this paper explained the formal and informal linkages between visual communication design and community and analyzed the importance of such design education in community service. It is suggested to get limited resources used in the aspect that can best reflect their own characteristics, taking social service as the teaching orientation, focusing on cultivating students' comprehensive quality, cultivating inter-disciplinary talents that can engage in visual communication design in fields of design practice, project management and scientific research and so on and constructing a community service-oriented distinctive research mechanism on practical teaching mode of visual communication design major.

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