

Regional Cultural Symbols in Visual Communication Design

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Abstract: *In today's diversified and open art and culture, the active and reasonable application of regional cultural symbols in contemporary visual communication art design promotes the inheritance and development of regional cultural spirit, effectively conveys the new form of regional cultural connotation in the new era, and actively Create a regional cultural temperament in line with the sense of the times. The purpose of this paper is to study the application of regional cultural symbols in visual communication design. By expounding the philosophical thoughts presented by the regional cultural symbols in the visual communication design and the regional cultural information reflected in the regional cultural visual symbols, and then exploring the visual implication conveyed by the regional cultural symbols in the contemporary visual communication design. Through online and on-site research, it is found that there are many problems in the ground bus vision system in M City: lack of urban characteristics, convergence, irregular stop sign information, and so on. 67% of the passengers think that the overall color of the ground bus in M city is messy. Generally speaking, the ground bus visual system in M city is relatively backward compared to other cities. Starting from the cultural elements of M city, the overall design of the ground bus vision is carried out to provide a certain theoretical and practical basis for subsequent research.*

Keywords: *Regional Culture, Cultural Symbols, Visual Communication, Sign Design*

1. Introduction

In the new era, the field of visual communication art design has paid more and more attention to the application of regional cultural symbols, because the regional cultural symbols of our country have profound cultural spirit and regional characteristics [1-2]. Today's design artists do not have a substantial understanding and mastery of the intrinsic meaning of regional culture. When applying regional cultural symbols, many designers only pay attention to the visual form effect, ignoring the spiritual connotation value of cultural symbols. This way It is not recommended [3-4]. It is precisely because every design work needs the support of certain cultural symbols, when we are looking for the fusion point of visual communication design and regional cultural symbols, we must explore the profound cultural heritage of regional culture from the root [5-6].

When conceiving new visual communication design works, we should re-examine regional cultural symbols from a new perspective. When using regional cultural symbols, we should not simply disrupt the external form of cultural symbols in order to pursue new ideas. Changes based on cultural connotations give people a refreshing visual effect, echoing from the inside to the outside [7-8]. Mcalindon K describes the role of targeted communication strategies based on visual communication, design and marketing theory in generating more effective reports. In evaluation practice, well-synthesized and translated reports often require integrating from multiple sources in order to communicate complex findings in a way that elicits a productive response. Such as project branding or designing actionable tools with marketing principles that can be used to optimize effective reporting of complex assessment results [9]. Fan M takes the information in the field of graphic visual communication as the research object, and analyzes computer graphics as an economical and effective method by elaborating the characteristics and development process of graphic information, as well as theoretical researches such as cognitive psychology and semiotics related to computer graphic visual communication. The way of information transmission, the significance of interface design for mobile media. Experiments demonstrate the unique advantages of graphics in the information transfer process [10]. It is of practical significance to study the application of regional cultural symbols in visual

communication design [11].

From the perspective of regional cultural symbols, this paper discusses a universal method of using regional cultural symbols to design platform information signs. In the specific research, firstly, the existing problems in the current visual communication design are analyzed in detail, namely: the abuse of cultural symbols and the lack of the times. Then, the necessity of the application of regional cultural symbols in the design of platform information signs is discussed from two aspects, namely: the inherent needs of the design of platform information signs, and the needs of regional cultural inheritance and innovation. Then, the application of regional cultural symbols in the design of platform information signs is discussed from the three perspectives of the visual prototype elements of the platform information signs: shape, color, and material.

2. Research on the Application of Regional Cultural Symbols in Visual Communication Design

2.1 Regional Cultural Symbols

From the definition of symbols and the relationship between culture and symbols, it can be concluded that regional cultural symbols refer to the general name of all symbols that may represent the dominant and recessive characteristics of regional culture in a specific area [12-13]. It includes regional climatic conditions, topography, hydrogeology, animal resources, historical relics, historical remains, cultural resources and various human activities and behaviors [14]. Just as everyone has their own unique personality, each region has its own unique cultural tone. Although personality is a very abstract thing, it can be reflected through people's behavior, hobbies, dress and so on. Similarly, the regional cultural connotation of a tourist destination can also be indirectly expressed through a series of explicit characteristic symbols such as unique local architectural styles, customs, and cultural landscapes, and these characteristic symbols are regional cultural symbols [15-16].

2.2 Characteristics of Regional Cultural Symbols in Print Advertisements

The theme of print advertising is the product itself and the message that the brand concept usually conveys is not monolithic. As a plane medium, the capacity of carrying information is limited [17]. Therefore, the application of graphic symbols in print advertising solves a big problem. Graphic symbols are an indispensable part of commercial advertising, but the application of such graphic symbols is not a simple list. The image symbol itself is a collection of information, which is a visual image obtained by refining and integrating a large amount of information and can convey all the information contained in it. Therefore, in commercial advertisements, metaphors, exaggeration, humor, etc. are often used. It expresses its meaning, and regional cultural symbols are graphic symbols that integrate regions, local culture, and even beliefs over time and social development. It can accurately and concisely transmit specific information, and achieves the requirements of the amount of information and accuracy of the picture in commercial print advertisements [18].

2.3 Bus Vision System

The cultural image of a city is not built overnight. With the rapid economic development, many distinctive urban cultural images are gradually being forgotten, the gap between cities is gradually narrowing, and the appearance tends to be unified. As a result, cities that should have advantages are gradually declining, and a large number of talents are drained. Therefore, we should inherit and develop urban culture and be the leader of urban culture. Throughout the city's public transportation network, he is gradually becoming unified and simplistic with the city's appearance. Urban residents hope that the ground public transportation system they live in can not only meet their daily needs, but also represent the image of the city and integrate with the city. Based on the integration between the ground bus visual system and urban culture, the use of conveying and infectious visual images is used to create a new carrier of urban cultural images, so that public transport can become a communication network connecting the city and citizens, and it has been subtly narrowed. Distances between cities and people.

3. Investigation and Research on the Application of Regional Cultural Symbols in Visual Communication Design

3.1 M City Culture

First of all, visit the inheritors of traditional handicraft skills in MCity to understand the technological characteristics, production process and visual image of their related products, and systematically collect the texture, texture, drawings and other materials of the local natural and cultural heritage. In addition, the team members visited the village to record the production process of Dong cloth, the production method of vegetable dyes for construction and textiles, and recorded the texture, texture, and drawing of the local natural and cultural heritage through rubbing, photography and other recording methods. Collect and summarize materials.

3.2 Data Collection

This research activity is divided into two parts: online and offline. Online surveys were conducted through questionnaires and return visits, and offline surveys were conducted through the author's on-the-spot inspections and questionnaires. The survey participants involved people from all walks of life. The scope of the survey was very wide, and 170 valid copies were obtained through the questionnaire. The questionnaire has achieved good results. Investigation objective: To understand the visual image of M city ground public transportation in the minds of M city residents and foreign tourists, and to discover the current shortcomings of M city ground public transportation visual system design: to propose a feasible scheme for M city ground public transportation visual system design.

3.3 Data Processing and Analysis

This paper uses SPSS 22.0 software to count and analyze the results of the questionnaire, and conduct t test. The t-test formula used in this paper is as follows:

$$t = \frac{\bar{X} - \mu}{\frac{\sigma X}{\sqrt{n}}} \quad (1)$$

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \left(\frac{1}{n_1} + \frac{1}{n_2}\right)}} \quad (2)$$

Among them, formula (1) is the single population test, s is the sample standard deviation, and n is the number of samples. Formula (2) is a double population test.

4. Analysis and Research on the Application of Regional Cultural Symbols in Visual Communication Design

4.1 Audience Research and Analysis of M City Ground Bus Vision System

In the question "Can you quickly identify bus stops?", most passengers chose "not necessarily" and "difficult to find". Especially for passengers who take buses every day and often, the higher choice ratio reflects that M The city ground bus vision system still needs to improve the recognition degree, so that people can quickly identify bus stops, as shown in Figure 1. The frequency of rides and the results of finding stops are shown in Table 1.

Table 1: Ride Frequency and Finding Stop Results

find site results	often (%)	every day(%)	occasionally (%)
easy	67	74	40
hard to find	2	0	8
see experience	21	16	30
uncertain	10	10	22

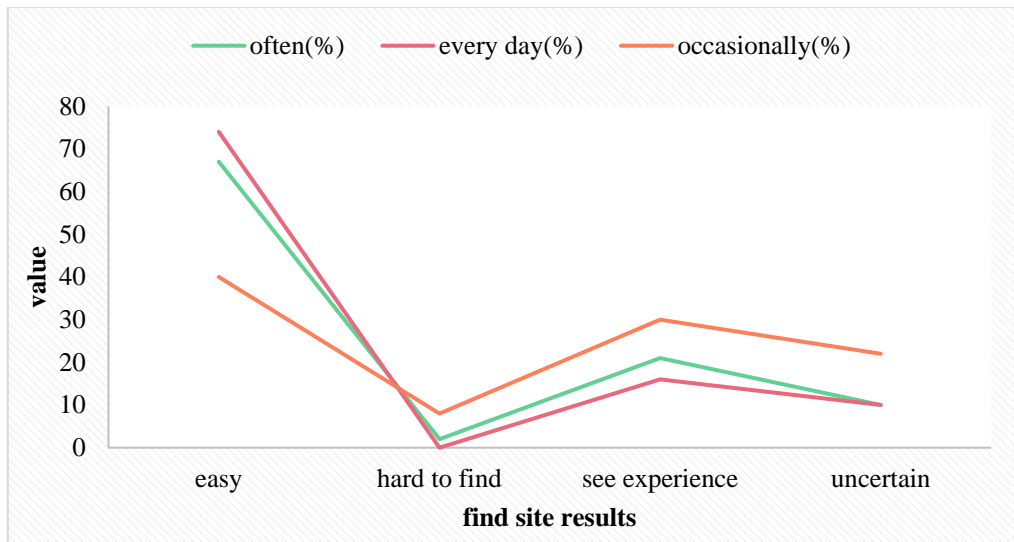


Figure 1: Cross-analysis of ride frequency and site finding results

In the question "How does the overall color of the ground bus in M city make you feel?", 67% of the passengers thought the colors were messy and did not make a deep impression, and 21% of the passengers thought the colors were simple and fashionable, so the ground public transportation in M city The overall vision of the car is in need of improvement. "Do you think the current M city ground bus vision system reflects the characteristics of the city?" In the question, 70% of the respondents thought it was "lack" and "no". In the "Which themes do you think can better reflect the culture of M City?", the survey shows that most passengers want to add visual symbols with local characteristics, such as urban characteristic buildings, celebrity pictures, local cuisine, etc. This provides an important basis for subsequent practice design.

4.2 Design Scheme of Platform Information Sign

Nowadays, whether it is on the bus stop or in the bus compartment, the number of various types of commercial advertisements is far greater than the related public service advertisements promoting urban civilization. Neutralize excessive commercial advertisements through posters and urban culture propaganda posters, beautify the vision of ground buses, and enable passengers to have a deeper understanding of M city culture.



Figure 2: Real-life application of city propaganda posters in M city

Through on-the-spot investigation, it is found that the advertisements in this area are messy in color, and commercial advertisements account for a large proportion, while there are relatively few public welfare and urban publicity posters, and the overall vision is not beautiful, which seriously affects the image of the city. In response to this problem, some characteristic buildings of the city of M were selected in the design of the publicity posters of the city of M, which were combined with people's daily life to shorten the distance between the design and the people, as shown in Figure 2. The overall poster design is mainly based on vector graphics, which echoes the overall vision of the ground bus in M City. Bright colors are used in the color matching, and the overall matching is lively and regular. It can leave a deep impression on people, beautify the visual environment of the bus station, and also play a certain role in improving the overall image of M City.

5. Conclusions

The research on the application of regional cultural symbols in visual communication design is a permanent topic. Art designers must have a comprehensive understanding and mastery of regional cultural symbols in the form of connection between regional cultural symbols and modern visual communication art design. In turn, it reflects the regional characteristics of visual communication design works, and shows design works that conform to the aesthetic effect of modern people. Through the research and analysis of the design cases of regional cultural platform information signs, this paper extracts the design symbols of platform information signs that can demonstrate the connotation of regional culture, and constructs the design method of regional cultural symbols in the platform information signs. This paper is based on the application and exploration of regional cultural symbols in the design of platform information signs, which has a certain significance in visual communication design, but in the above research results, there are still some aspects that need to be further explored and studied. Due to the limited data collection channels, in order to conduct more in-depth research, it is necessary to supplement and update relevant data; in addition, in the aspect of auxiliary creative design system, automatic design cannot be realized at present, and more in-depth research and development work is required.

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