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RESEARCH ON THE APPLICATION OF URBAN IMAGE DESIGN IN CULTURAL AND CREATIVE PRODUCTS

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Abstract. *The purpose of the study is to research visual symbols as the starting point of urban image design and have high application value. This article elaborates on urban visual symbols from the perspective of visual design, summarizes the core of urban visual symbols, and provides a theoretical basis for the design and shaping of urban image. Investigation method, observation method, literature research method, inquiry research method, experience summary method are used. A city logo is a concentrated reflection of a city's image and also a business card of the city. On the basis of extracting regional cultural elements, this article explores the expressive techniques of extracting spirit from form and freehand brushwork from form, in order to create urban symbols with local characteristics. Brands can awaken the vitality of cities. After the city comes to life, people will become more calm and confident, thereby enhancing the cohesion of the city. In today's increasingly fierce competition, cities can only shape a perfect city image and have lasting vitality by effectively utilizing their visual symbol language and providing high-quality city brands to the world. This article briefly elaborates on the relationship between regional culture and urban visual image, and analyzes its specific manifestations with examples. At the same time, it provides methods and ideas for shaping the visual image design of cities.*

Key words: *regional culture, city visual image, image design, cultural and creative products.*

Introduction

With the continuous improvement of people's requirements for quality of life and the vigorous development of the cultural industry, urban culture has received more attention from people, and people have begun to rely on the cultural background of the city. Therefore, the research on urban cultural creative design based on culture occupies an important position. This article takes urban image as the theme, starting from urban cultural elements, and injects the expression form of illustration art into urban cultural creative design [1]. It combines the iconic buildings and products of the city with character images to create works with urban cultural characteristics, aiming to not only reflect urban cultural characteristics but also adapt to real life and the public, and showcase the local culture of the city through cultural and creative design, and transform it into a special product that can represent the culture, which can embodying unique cultural connotations while retaining culture forever [2].



Analysis of the previous research

In China, the most famous cultural and creative product industry is the Palace Museum of Cultural and Creative Industry. The rise of various cultural and creative product industries in China, led by the Palace Museum's cultural and creative industries, has brought infinite possibilities for the inheritance and development of traditional Chinese culture. For example, I really like a set of travel tea cups with Palace Museum elements [3]. This set of travel tea set has a gradient color scheme with a super layered sense, and is a set of ceramic cups with ancient palace style. This set has a unique charm. (Fig. 1).

The rise of cultural and creative products not only preserves the original appearance of traditional culture, but also integrates with popular products of the times, creating and innovating traditional culture, and integrating it with various products available to people at present, is the emergence of the term "cultural and creative". Diversified means have been provided for the inheritance of traditional culture. And currently, with the progress of the times, the development of commerce, and the improvement of people's economy, they are no longer satisfied with the practicality of products. People are not only satisfied with the practicality of products, but also gradually begin to pursue the visual design and aesthetics of products [4].



Figure 1. Palace Museum Cultural and Creative Tea Cup

Objectives

China is a cultural power with profound cultural heritage, supporting the development of the cultural and creative design industry. The cultural and creative industry can promote and develop China's traditional culture through a new and diverse means, which is a mutually supportive and mutually beneficial relationship [5]. However, even so, the development of China's cultural and creative industry still faces many problems, such as focusing on exterior design while neglecting some internal details; excessive commercialization of cultural and creative products has led to poor production processes and material quality control in some products; lack of copyright awareness; the problem of low practicality. The current situation of China's cultural and creative industry is precisely like this. Compared to foreign countries, there are still many problems in China, with a relatively late start and a lack of a complete production framework [6]. Designer need to pay special attention to these issues while creating creative products within the project. In recent years, cultural and creative industries have shown a rapid development trend in the whole world, among which the cultural and creative industries of the United States, Britain and Japan are in the leading position.



The aim of the study is to by exploring urban culture, architecture, and other design illustrations and poster creations combined with cultural and creative products, the city's image features are presented more intuitively through images, enabling people to have a simpler and clearer understanding of the city's image.

Results of the research

Displaying cultural and creative products also provides inspiration and ideas for promoting urban construction characteristics and enhancing urban economic and cultural taste in fields such as architectural engineering design and tourism resource development.

1. Explanation of urban image

The image of a city is not only the external display of a city's culture, but also the specific perception, overall view and comprehensive evaluation of its internal strength, apparent vitality and development prospects. This Urban morphology and characteristics can stimulate people's ideological and emotional activities and promote the image of a city. From this point of view, the city image covers material civilization and spiritual civilization, is a concentrated embodiment of a city, and is also the creative source of urban cultural innovation research and development [7].

2. Cultural and creative products

Cultural and creative products, as the name suggests, are a new situation that can bring culture to life and make it easier for people to understand culture. Since that is the case, the best form is to integrate culture with the "daily necessities" in people's lives, which refer to items that can be seen everywhere and easily accessible. So my design positioning is to create poetry and architectural culture. Becoming a cultural and creative product that can better integrate into people's lives.

The positioning of cultural and creative products can be divided into three categories. First is the price positioning. Since it is integrated with commonly used items around people, the price must be affordable and affordable. The second is design, which is in line with the public's aesthetic and preserves cultural information. Only items that lack a sense of design can be accepted and recognized by the public. Thirdly, in terms of production, it is convenient for mass production to meet people's needs. Based on the above information, we will create cultural and creative products that can not only spread culture, but also have a sense of design, affordable prices, convenient production, and meet the aesthetic needs of the public.

The greatest significance of cultural and creative product design is that while it is very life oriented, it also concentrates the essence of urban culture, and makes urban culture product and life oriented. It not only meets the needs of the public, but also showcases the characteristics of the city. By creating emotional resonance between urban culture and consumers, integrating urban culture into cultural and creative products, and better conveying them to the general public, cultural and creative products not only have product value, but also serve as an emotional exchange.

This article mainly studies cultural and creative products that combine elements such as urban culture and landmark architecture, which can play an important role in the promotion and promotion of urban image. And many people with cultural sentiments or certain cultural values will be attracted to come for consumption, which can also promote their development [8]. To create tourism cultural creative products,



one can choose scenic buildings, scenic features, historical backgrounds, and other cultures for development and design. This not only promotes the famous traditional architectural culture of the local area, but also enables people to have a deep understanding of the historical culture of a city.

3. Exploration of Color Composition

Different cities exhibit different urban images, including the bold and unrestrained style of Northeast China, the gentle and gentle style of Jiangnan, and the exotic charm of Xinjiang and Tibet. There are various forms of architecture, including earthen caves, red walls and green tiles of palace walls, and ink painting like gardens. Therefore, when drawing illustrations by hand, you can choose the color corresponding to the style to create a unique atmosphere of the city, or follow the trend of "China-Chic". For example, the design of China-Chic style series cultural and creative insulation cup with the theme of the city in the following figure is beautiful and bold, forming a strong visual impact, and showing your personality (Fig. 2).



Figure 2. Design of city theme China-Chic cultural and creative insulation cup

You can also use the recently popular Morandi color scheme, also known as the high-end gray scheme. The Morandi color system originated from Giorgio Morandi, a famous Italian printmaker and oil painter. The Morandi color scheme has some mysterious and indifferent gray tones, giving people a static aesthetic. If the Morandi color scheme is cleverly applied in the design, it can create a different sense of sophistication in the color scheme of the image, giving people an elegant and unique feeling. This color refers to mixing a group of colors with white or black, changing their purity, and then reducing saturation, giving a harmonious and soft feeling. The characteristics of the Morandi color scheme are softness, calmness, stability, harmony, unity, no intensity, no glare, no conflict, all of which are the most attractive aspects. The design reference of cultural and creative products combines this type of color scheme to unify the overall color tone of the poster. The soft tones reveal the static beauty of the building, giving people a sense of calmness, elegance, and softness.

For example, in the following figure, the Su Yun Hui Valley series emblem of Jiangsu Yuanbo Garden Cultural and Creative Design. The Su Yun Hui Valley of Yuanbo Garden focuses on inheriting classical culture and reproducing historical



famous gardens, creating a partial scene of famous gardens that once appeared and now disappear in the history of thirteen cities in Jiangsu. The Suyun Huigu · Badge series uses badges as a carrier, combining culture and trends, and showcasing the unique features of thirteen gardens. Both architecture and local customs are fully displayed in the screen, enabling the better dissemination of Jiangsu's regional culture (Fig. 3).



Figure 3. Jiangsu Yuanbo Garden Cultural and Creative Design

The layout level of the composition should follow the principles of perspective, contrast, and balance to achieve the overall stability of the image and accurate spatial form. In the process of creation, it is necessary to coordinate the proportion, form, and density relationship between various elements, highlight the sense of hierarchy, pay attention to the combination of virtual and real images, avoid being too average, and appropriately increase light and shadow to enhance the overall visual effect of the image[9]. The final visual style and effect vary depending on the chosen city image, which can be fresh, simple, with small bridges and flowing water, or magnificent, beautiful, and beautiful rivers and mountains to showcase its rich form and expressive power.

4. The significance of integrating the city image into cultural and creative products

1) Highlight regional characteristics

Cultural and creative products have regional characteristics, can showcase the image of a city, and also need to position different urban cultures according to local conditions, highlighting the advantages of differentiation.

2) Innovation attractiveness

Currently, young people make up a relatively large proportion of cultural consumers, and those who are willing to purchase cultural and creative products generally have characteristics such as active ideas, quick acceptance of new ideas, and rich internet thinking. This also means that it is particularly important to innovate in a form that is pleasing to the target audience.

3) Spread urban culture

Improving urban awareness provides a carrier for the emergence of cultural and creative products. Cultural and creative products based on urban landmark buildings demonstrate the strong economic strength, progress in cultural construction, and development of the city [10].

Summary and conclusions

In today's era, with the development of social productivity and technological progress, as well as the continuous enhancement of urban economic strength, people's



material lives have greatly improved and improved. People's pursuit of a rich spiritual life is becoming increasingly strong. Hand drawn cultural and creative products can better showcase the story of the city, and their artistic and innovative nature is self-evident. They are increasingly loved by the public today and are sought after by young people. They also play an important role as carriers for the dissemination of the city's image.

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