

# Qidu Guide Design based on Regional Culture

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## Abstract

**The design of the modern guidance system gradually focuses on the integration and expression of regional culture. This paper summarizes the problems and shortcomings of Qidu's guide system in a comprehensive and systematic way through field research and analysis of Qidu's regional culture and the current situation of the guide system and refines the design factors by sorting out the characteristics of Qidu's regional culture. The integration of the design content and regional culture, such as the shape, logo, and color of the guide, will lay a solid foundation for the future development and image enhancement of Qidu Island.**

## Keywords

**Qidu Island; Guide Design; Regional Culture; Design Factors.**

## 1. Introduction

With the implementation of national policies and the promotion of economic globalization, China's rural development has encountered a period of great change. Rural tourism with wild and unique charm is highly favored as an important industrial choice for building a new socialist countryside. There are six natural villages on the island, and each of them has incomplete guides, some of them are old and dilapidated, and their styles are not uniform. From the perspective of the whole island looking at the existing guide of the whole area of seven, the visual effect is confusing and lacks overall planning design. On the occasion of creating a provincial scenic street, Qidu plans to design a complete and unified guide system around the island's boutique tour route to lay a solid foundation for image shaping and future development.

## 2. Research and Analysis of the Regional Culture of Qidu

### 2.1. Formation and Current Situation of Qidu Island

In ancient times, Qidu was called "Shazhou", which is the Oujiang River tidal action sediment siltation and become the island, formed in the Tang dynasty Tianbao years between now has about 1300 years of history, belongs to the central subtropical monsoon climate warm and humid, the territory is flat water network is the beautiful river island with water waves. Located in the middle of the Ou River, seven all around the river shoreline 17.8 kilometers, across the river three sides surrounded by mountains, shaped like a leaf is known as inlaid in the "Ou River in the green pearl". The shape of the island, which resembles an oval and a leaf, is its most representative image feature. The area under the jurisdiction of the island is 23.9 square kilometers, including 12.7 square kilometers of land area, with 6 administrative villages and 1 community under its jurisdiction, and a household population of 15,000. There is an island on the island, a lake in the lake, small bridges, and flowing water, the paths are crisscrossed, the village houses are just like a village, egrets soar, and the modern skyscrapers of the Wenzhou downtown riverfront CBD, which is separated from the Qidu Bridge, form the most beautiful skyline of "Field and City blend".

## 2.2. Ecological Environment Analysis of Qidu

The waterfront ecosystem of Qidu consists of coastal wetlands and a waterfront subsidence zone. Due to the seasonal rise and fall of the Oujiang River and the tidal effect, the waterfront subsidence zone of Qidu presents periodic changes and becomes an important interface between the water and land ecosystems of the island. There is a colorful cycling landscape greenway on the waterfront, which is transformed by the flood control dike to encircle Qidu Island for a total of 14.8 kilometers, along which you can enjoy the four most beautiful themes of the island: "looking at the sea, watching the mountains, welcoming the water and looking at the city". There are about 3-4 kilometers of mudflat reeds in the Wangcheng section from the flood control dam to the former beach, which are rustling and dancing with the ebb and flow of the tide and the river breeze.

## 2.3. Analysis of the Humanistic Environment of Qidu

The humanistic landscape on the way around the tour route is very rich. Zhangli Memory Hall is transformed from an old house, which has a collection of old household items of overseas Chinese residents, such as earthen stove kitchens, large wine jars, large carved beds, and small bamboo furniture. Flowers are planted in the courtyards of each village, and the paintings on the pink walls are wonderfully interesting and poetic, and elegant, giving an atmosphere of flowers and butterflies dancing in the paintings. A white lighthouse located on the west side of the island belongs to the waterfront section of the dike, with a pile height of 6 meters and a lamp height of 7 meters. Whenever the sun sets into the river, the shadow of the lighthouse of the ships on the river constitutes a beautiful picture of the lighthouse slanting into the sun, which is a net red-hitting point for photographers. The colorful Qiaodu Field Complex is an agricultural leisure tourism industry cluster that integrates urban accommodation, urban agriculture, and urban culture and creativity. The island-in-island ecological park is located by the Hong Kong River Bridge and is the closest leisure and sightseeing park to the city that integrates ecology, parent-children, and experience. Qidu Financial Science and Technology Cultural Center (Overseas Communication Officer Base and World Young Scientist Summit Site): Located in the central area of Qidu, with a total land area of 460 mu and a total building volume of 320,000 square meters, it is a major industrial platform with the largest single area, the highest design grade and the most comprehensive planning support in Lucheng District. At present, it has introduced the city's overseas communication demonstration base, Ouyue Academician's House, and is the site of the World Young Scientist (Wenzhou) Summit in 2019 and 2020. The overall site is mostly village fields with a rural idyllic landscape, but a large number of real estate projects are being developed and constructed in the northwest. The north and south landscape have their own characteristics, with the northwest end dominated by the modern urban landscape and the southwest end gradually forming a natural ecological landscape.

## 3. Research and Analysis of the Current Situation of Qidu's guide

The three fine tour routes in Qidu are the cycling and sightseeing tour of Qidu Titang round-island landscape greenway, the nostalgic style tour of the water village in Zhangli Wenchuang Village, and the wilderness tour of the seven-color Qiaodu fields in Qian Sha and Yinzhou Village. The guidance system is an important carrier to enhancing the environmental atmosphere, highlighting regional characteristics and conveying culture [1], however, these three routes involve the scope of the guidance design in the primary original stage. Guidance signage is not systematic, there is no planning of routes, unclear information without sorting guidelines, inaccurate language expression, high frequency of misspellings, foreign language translation errors, and other phenomena. The shape and color of the guide signs are not coordinated with the village environment, lacking interaction and beauty with the natural environment, causing

visual discomfort, or focusing too much on the form, with less consideration for the surrounding environmental factors and rural cultural factors, and lacking the inheritance and attention to the regional culture. Specifically, there are several aspects as follows:

The guide system lacks regional cultural characteristics, the installed guide signs are disorganized and unsystematic, the design template is common in the market and lacks the performance of regional characteristics, the color of the guide signs is dark and dull, the signs are random and the surrounding leisurely and relaxed rural environment is not coordinated, which has a negative impact on the brand image shaping and enhancement of the seven cities.

The guide system is not sound, the lack a general guide plan and introduction information for the whole area. The existing local area guide maps and profile information are not updated in time and are disconnected from the construction status. Some important attractions, nodes, and new roads do not have directional signs, road signs, attraction description signs, or other basic guide signs. For example, the cycling and sightseeing tourism route of the Qidu Titang traffic circle landscape greenway, the whole 14.8 km traffic circle greenway, no entrance and exit signs, attraction description signs, directional guide signs .....; the demolition and relocation of Banqiao Village, the construction of new buildings and new attractions are not reflected in the existing regional guide map. The layout of the location of the guide signs is more arbitrary and lacks comprehensive consideration and systematic analysis, the guidance, and instructions for visitors can not play a positive role.

Guide style is not uniform, the existing guide signs are designed and produced in batches, and the style hue is not uniform arbitrarily. Some of the guide signs are in the original state using handy tree branches and cardboard with handwritten text or using spray-painted display boards with wooden strips standing in the mud on the roadside. From the macro perspective of the whole area, the visual image of Qidu is more confused lack of a complete and mature tour guide system.

Lack of management and maintenance of the guide, Qidu is surrounded by the river and the climate is humid and sea breeze all year round, the guide signs are prone to rust, aging, and damage by moisture, at present some aging and damaged or idle guide signs are not repaired and updated in time, losing the original function of the guide, which not only brings inconvenience to the visitors' travel but also has a certain impact on the humanistic image of the seven capitals has caused a certain negative impact.

#### **4. Qidu Guide Design Ideas**

From the functional aspect, the design of the island-wide guide system should link up the three tour routes to realize the function of the unobstructed guide with clear pointing; from the stylistic aspect, it should solve the problem of harmonization of the style and color tone of the guide system and the integration and performance of the regional culture in the environment of the integration of Tiancheng, which is briefly summarized as the following three aspects: firstly, sort out the actual demand to determine the design content including the general guide plan, description signs of attractions, road signs, direction signs, plant signs, warning signs, etc. Secondly, the graphic design of representative elements will be integrated into the guide system according to the characteristics of regional culture; thirdly, a set of unified logo graphics will be drawn and applied to the guide signs; fourthly, a hand-drawn map of the whole area will be drawn, containing information about attractions, tour routes, public facilities, liquids, etc. . Fifth, design and produce a tourism handbook, the tour route and the introduction of attractions for graphical information design, using a clear and intuitive way to display, convenient for visitors to check and browse.

## 5. Qidu Island Guide Design Scheme

### 5.1. Guide Modeling Design

The innovation of modeling is based on cultural positioning to find the entry point, extracting features in totems, words, plants, animals, etc. to fully reflect its cultural information, personality, and charm [2]. According to the special characteristics of the whole island, the design style of the guide should reflect the characteristics of the poetic river island and the modern and fashionable urban characteristics. The guide shape is simple and smooth with rounded corners to highlight the modern sense, and elements such as island shapes, egrets, and reeds, which are representative of the regional culture of Qidu, are graphically designed and integrated into the guide design in the form of hollowing or silhouette to reflect the beauty and dynamism of the poetic island.

The choice of materials and techniques for the production of the guide should be adapted to the local conditions. The special environment of the humid climate of the four sides of the river and the sea breeze all year round, the material of guide should choose a metal material that is not easy to rust and change shape, and the openwork design of the guide not only meets the demand of formality but also can weaken the influence of the wind on the guide sign and enhance its stability, which is suitable for the special characteristics of the four sides of the river and the sea breeze. (see Fig. 1, Fig. 2).



**Fig. 1** General tour of Qidu Financial and Cultural Center Photo source: Photo taken by the author



**Fig. 2** A set of guideboards at the entrance to the roundabout Dike village Photo source: Photo taken by the author

### 5.2. Guide Color Matching

The guide colors are chosen to be bright and light to convey the relaxed and leisurely atmosphere of the village. The community area outside the village area is colored white, with the four main theme colors of the traffic circle dike greenway and the light red, green, yellow,

and blue as secondary colors. The theme colors within each village area are the four main theme colors of the causeway greenway, with white as a secondary helper color. The distribution method of the four theme colors of each village is based on the relationship between the range of the four theme colors of the section of the traffic circle dike greenway and the village area. Such as the village of Zhangli and Banqiao village in the red section of the traffic circle greenway area, the theme color is set as red, with Zhangli and Banqiao village area signs, road signs, etc. to red as the main color white as secondary color. Other villages choose the same colorway, the theme color of the upper sand is blue, the Laotu and Yinzhou theme color is yellow, and the former sand theme color is green. The whole set color scheme is white inlaid in the lush countryside village looks striking, clean, and harmonious, and the light and bright colors of the four themes can bring out the warmth, sunshine, and vitality of the countryside.

Color is not a "design goal", but a visual element to assist in achieving the "design goal" [3]. Through the determination and unification of shape, main color, and auxiliary color, the unity of tone and style of each village in Qidu can be realized. At the same time, the different theme colors of each village can visually distinguish the scope of each village, so that the island-wide guide forms a visual effect of seeking common ground while reserving differences and improving the effective communication of guide information.

### 5.3. Guide Sign Design

The guidance system can reduce redundant information expression by conveying information to the visitors intuitively, concisely, and efficiently through graphic icons, and can also increase interest in signage information through artistic graphic design [4]. The existing guidance in Qidu does not use unified logo graphics easily confuses the vision, and some important information is transmitted by text only without a logo, which has a certain impact on the information dissemination effect. This guide design graphically designs the textual information such as place names and attractions that appear in the directional signs. The graphic design of the signage refines the characteristics by simplifying things and uses smooth lines and geometric shapes to combine to express the characteristics of things. The expression of graphic language is different from text, which can break through the language barrier to transmit information more intuitively and directly, and improve the speed of information transmission to enhance the guiding effect of the guide. (see Fig.3).



Fig.3 Part of the logo design picture Photo source: The author of this paper

#### 5.4. The Drawing of the General Guide Map of the Whole Area

The general guide map of the whole area is hand-drawn in the style of a map, which is closer to the relaxed and leisurely atmosphere of the countryside. The map is firstly based on the field investigation and research of the high-quality tour route, and the information collected is analyzed and sorted out, and the presentation of the information is considered by class classification. The first category of important information is the attractions, nodes, landmarks, traffic paths, and liquid information on the boutique tour route, which are highlighted in the general guide map through location management, color processing, graphic drawing, and enlargement display. The second category of information is the surrounding environment of the fine tour route, using text and uniform graphics, occupying less area in the map than the first category of information, and the degree of prominence is second to the first category of information. The third category of information is the surrounding highway and environment radiating from the high-quality route, using the text presentation method. The fourth category of unimportant information is the omission of unimportant information to avoid the map information being cluttered with a variety of unnecessary reading interference, including impassable roads, not built to perfect and undeveloped areas, etc. (see Fig.4).



**Fig. 4** Hand-drawn maps of Qidu Island.

Photo source: The author of this article

#### 5.5. Tour Brochure Design

The tourism brochure is selected in a compact size of 32 openings for easy carrying and adopts a simple and casual design style of blue tones using the form of an information display with illustrations and text. The viewer can quickly grasp the liquid information such as the introduction of the Qidu boutique tourism route, the location of attractions, food and culture, and B&B through this tourism brochure.

### 6. Conclusion

The design of the Qidu guide system has been finalized through several reports, communications, and modifications, and the design results have been affirmed and appreciated by the client, helping Qidu to successfully pass the review and acceptance of provincial 4A scenic streets. With the advent of the information age, domestic and foreign cross-regional economic and cultural exchanges, and people traveling around China, tourism has become an important driving force for the transformation and development of the countryside. A complete

and mature guide system with exquisite design is a business card and a compass, which can give visitors a good impression and add color to the image of the countryside.

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