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## ECOLOGICAL DESIGN LANGUAGE IN MODERN URBAN AND RURAL ENVIRONMENTAL DESIGN

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*The study focuses on the fact that in the process of social development, people's requirements for the living environment are gradually improving, and the quality of urban construction has a direct impact on the quality of life. It has been found that in recent years, with the continuous promotion of the new national urbanization strategy, the level of urban and rural construction in China and the potential of ecological construction have been significantly improved. The language of ecological design is considered an important means of guiding the ecological construction of urban and rural planning, and reasonable spatial and landscape planning and design.*

**Key words:** *Urban and rural environmental design; Ecological language; Traditional culture; Quality of urban construction; Means of planning.*

### INTRODUCTION

With the continuous progress of urbanization development in China, the improvement of urban environmental quality has become a hot social issue at present. In the process of urbanization development, the quality of life of urban residents is directly related to the quality of modern social development. Therefore, it is of great significance to strengthen the research on the application of eco-design language in modern urban and rural environmental design.

### PURPOSE

I. Background analysis.

In the course of urbanization, the requirement for urban and rural environment design has been gradually raised because of the increasing speed of social and economic development and the improvement of the living standard of the residents. With the development of social economy and modernization, the traditional urban environment cannot meet the needs of modern society. As one of the most widely used design concepts in modern urban and rural environment design, the ecological design language has a great influence on traditional urban environment design. By integrating natural and human factors, ecological language can effectively improve the quality of the urban and rural environment and overall quality and provide people with a comfortable, beautiful and healthy living environment.

1) focus on nature conservation

Environmental protection, as an important content in the design of the modern urban and rural environment, has an important impact on the overall



development of urban and rural areas. At present, in the course of modernization in some cities and towns of our country, in the course of urban and rural environment design, we often neglect to pay attention to natural environment protection, which leads to the phenomenon of large-scale ecological, environmental pollution in some cities and towns of our country. At the same time, some cities and towns in our country can not apply modern ecological language to specific urban and rural construction work and improve the level of modern urban and rural construction. Therefore, our government departments should pay more and more attention to environmental protection and strengthen the coordination and cooperation among relevant departments. We will improve our environmental protection work by establishing a sound environmental protection policy system, further improving relevant laws and regulations for urban and rural construction, and comprehensively raising the level of environmental protection work in our country by raising environmental awareness and enforcing environmental policies and regulations.

In addition, cities and towns should make rational use of ecological language and strengthen its application in urban landscape construction. For example, ecological language can be used in landscape art activities in local cultural blocks or residential areas; Local heritage elements should also be fully used in the conservation and renewal of local cultural landscapes and historical and cultural neighbourhoods to enhance modern environmental design [1].

### 2) focus on heritage.

With the progress of modernization in our country, the design of urban and rural environments has also been developed rapidly. At present, some urban and rural environment design in our country has begun to pay attention to the use of traditional cultural elements to carry on the inheritance of local culture. For example, the city and countryside can be contrasted by distilling buildings and landscapes with regional features and incorporating them into the design of urban and rural environments to show off the charm of local culture. However, there are many problems in the application of traditional cultural elements. For example, for some traditional buildings, due to the more casual use of building materials, many houses have strong geographical characteristics. However, in urban construction and rural construction, traditional architecture will lose its regional characteristics. In addition, the application of traditional cultural elements requires more human and material resources and is prone to waste of resources [2].

To sum up, in the process of modern urban and rural environment design, it is necessary to actively integrate the concept of ecological language and improve the design level and overall quality of the modern urban and rural environment through the construction of an ecological design language system, to push forward the process of modernization in our country smoothly. Xi'an, for example, has set up many intangible cultural heritage sites and conservation centres. These measures have effectively promoted the improvement of modern urban and rural environment design and overall quality [3].

### 3) stick to green sustainability.

The concept of green development put forward by the Fifth Plenary Session of the Eighteenth Central Committee of the Party is an inevitable requirement to conform to the demands of the times, implement the scientific outlook on development and promote sustainable economic and social development. It is an



inevitable choice to meet the requirements of the times to adhere to the concept of green sustainable development in the design of the urban and rural environment. At present, China's urbanization process is still advancing, but due to the population agglomeration effect, the traditional urban environment design has been unable to meet the needs of modern society. How to build a more liveable, greener, healthier and more efficient environment has become a problem that modern urban and rural construction in China must face and solve. The application of green design language to urban and rural environment design can effectively promote the harmonious development of people and nature and provide people with a quality working and living environment [2]. In the design of the modern urban and rural environment, ecological language is mainly based on the concepts of people-oriented, green health, energy saving and environmental protection [3]. Therefore, only after designers give full play to their subjective initiative can ecological language be combined with the actual situation of urban construction so that ecological language can play its due role in modern urban and rural construction. At the same time, the supervision and administration of the use of ecological language by relevant departments should be strengthened, and the construction systems of green planning, green construction and green management should be strengthened under the leadership of the government. This can promote our country's urban and rural construction toward the direction of green sustainable development [4].

## 2. Theoretical overview.

Urban and rural environment design is mainly based on the landscape elements and according to the characteristics of the region to formulate corresponding ecological design methods, optimize the regional spatial patterns, to create a realistic urban and rural environment. Among them, the elements of urban and rural landscapes include plants, topography, water bodies and architecture. Different elements of the urban and rural landscape play different roles and effects. The design of urban and rural environments needs to be based on the characteristics of physical geography and human history. For example, in urban design, green space needs to be rationalized according to local environmental resources, with due regard to biodiversity and landscape diversity; In rural areas, people need to meet their ecological, historical and cultural feelings through the creation of natural landscapes. In addition, it is ensured that the overall urban and rural environment is designed to meet current social development requirements and the current needs of the population for living space.

## 3. Explaining the Concept of Ecological Design Language.

The ecological design language is the soul of design and an indispensable part of design work. With the advancement of China's urbanization strategy, China's urban and rural planning has entered a new stage. The application of ecological language in modern urban and rural environment design can effectively improve the design quality, and ensure that urban and rural construction is more humane, rational and ecological [2]. Compared with the traditional design concept, ecological language has a wider range of applications, which can make the concept of living in harmony with nature come into full play. At present, ecological language in modern urban and rural environmental planning mainly shows the following aspects: First, rational use of natural resources and energy; Second, the protection of the natural environment and historical and cultural heritage; Third, the achievement of



sustainable development goals; Fourth, highlight local characteristics and traditional cultural connotations.

### **RESULTS AND DISCUSSION**

Concrete Measures for the Application of Ecological Design Language in Modern Urban and Rural Construction.

At present, the ecological design language has become an important guiding means for urban and rural environmental construction and urban planning, but due to the short development time and lack of experience in environmental construction, there are more problems in the process of concrete design and implementation. Because of this situation, the relevant staff should strengthen the theoretical research according to the connotation and requirements of ecological design language, and improve and perfect it according to the actual situation of our country.

### **CONCLUSIONS**

With the development of a new urbanization strategy in China, the importance and necessity of modern urban and rural environment design are gradually promoted, and ecological design language plays an important role in environmental planning, architectural layout and landscape greening. However, there are still some problems with urban and rural environmental planning in China, such as inadequate consideration of local cultural factors in planning, leading to greater conflict between development and traditional culture in some areas and bringing inconvenience to residents' lives. Therefore, in the future, ecological design language should be applied to traditional culture in modern urban and rural environment design. Strengthening communication between urban and rural areas; Achieve efficient use of energy from local resources; Focus on the ecosystem and green technology applications. By improving the application strategy of the ecological design language in the construction of modern urban and rural environments in many ways, the quality of the urban and rural environment in our country will be continuously improved, and the process of sustainable development of modern society will be promoted.

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