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MODERN DESIGN CHARACTERISTICS OF GUIDE SIGNS IN URBAN SPACES IN SHANDONG PROVINCE

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This paper discusses the real value and trend of design art and urban environment with the example of guide signs design in urban space of the Chinese cities of the Shandong Province. This paper identifies three modern design characteristics, namely the harmonisation of materials with the environment, the diversified integration of regional characteristics and aesthetics, and the importance of the public's experience and emotional interaction. These characteristics have shaped an urban spatial image of Shandong Province.

Key words: *Visual Communication Design; Cities of Shandong Province; Guide Signs Design; Design Characteristics; Urban Space.*

INTRODUCTION

As a visual communication tool in the urban environment, guide signs have become a key element in the dissemination of urban information and an important proof of the level of urban development. With the continuous construction and development of the city, the form and content of the design of the guide signs are also enriched, this promotes the quality of urban space and the efficiency of its use, and contributes to the strengthening of people's perception and evaluation of cities [1]. The design practice of guide signs needs to take into account the needs and understanding of all groups in order to achieve the highest quality of messaging [2]. It is particularly important in the context of the modernization and development of cities in Shandong Province. At the same time, attention to the contemporary characteristics of guide signs design helps to address and respond to the complex challenges posed by the expansion of modern cities in order to adapt to the latest design trends, this can effectively improve the accuracy of navigation in the city as well as the efficiency of people travelling.

PURPOSE

The purpose of this paper is to explore modern design characteristics in urban guide signs of the Chinese cities of the Shandong Province. For the purposes of the analysis, various types of signage in the cities of Shandong Province were studied, namely: information pillars, index tables, navigational pointers, information boards, guide maps, symbolic installations.



RESULTS AND DISCUSSION

In the urban space, people's daily travelling cannot be separated from the guide of the signs. As an integrated design practice activity, guide signs design connects the physical environment of the city with people's spatial perception in an intuitive visual language, thus ensuring the effective communication of information in different urban environments. It has a wide range of applications, from city streets to commercial spaces, from regional facilities to public welfare organizations, guide signs have become an essential presence in urban spaces [3].

The main approach to designing of visual communications, namely visual signs, is to harmonise materials with the environment. The construction and development of cities is often dependent on their geographical location and influenced by local natural resources. Tabl.1:a shows a vertical information pillar located in a county in Rizhao city. The green colour of the signage echoes the rich green resources of the city of Rizhao, conveying to people a concern for ecological protection. It is worth mentioning that the local stone industry is well developed, the base of the signage uses the resource advantage to select the local characteristics of the stone material to improve the stability of the signage, it is more natural beauty. A Chinese stone stele located in one of the park of Jinan (Tabl.1:b), the golden Chinese character for 'Moquan' on the stone stele uses a traditional calligraphy style and a voluminous carving technique, demonstrating the craftsmanship and attention to detail of the artisan. The material and colour of the stone stele blend in more harmoniously with its watery surroundings. The stone stele not only as a sign, but also further emphasises the local characteristics, enabling visitors to feel the charm of traditional Chinese culture.







Another distinctive characteristic of urban guide signs is the multifaceted fusion of regional characteristics and aesthetics. The design of guide signs often takes into account the city's historical and cultural symbols, traditional crafts and geographic location and other factors of regional features, so that the city's unique charm can be presented in order to achieve the effect of matching the urban environment. The navigational pointer at the Golden Beach Beer City in Qingdao (Tabl.1:c) combines artistic aesthetics with practical value. The designer designed the signage in the shape of a beer cap in an attempt to present a unique cultural atmosphere, which not only adds interest, but also provides a comfortable guiding experience for visitors. The orderly combination of arrows and text in the sign and the colour scheme of orange, green and blue allow the destination to be quickly identified. The guide signs are in harmony with the spatial environment of the premises both architecturally and enhances the matching brand image recognition of the site. The information board in one of Qingdao's historic districts (Tabl.1:d) combines Chinese and European elements, with black text and white backgrounds, and symmetrical patterns presenting a retro atmosphere. The Chinese pinyin and German words in the box show the multiculturalism of Qingdao as an international port city, and set against the surrounding European architecture, it tells the story of that era.

Guide signs also have a multifunctional role. Guide signs not only have the basic



function of navigation and positioning, but also can create dynamic visual changes, improve its attractiveness, make it more vivid, and make people more comfortable in the process of obtaining information, thus enhancing the overall experience in urban spaces. The importance of the public's experience and emotional interaction is also an important modern characteristic. With the promotion of the tourism economy in recent years, many cities in Shandong Province have introduced such "influencer check-in sign" (Tabl.1:e). Interestingly, this type of signage does not actually have a guiding function, the text in the signage is based on the local characteristics of the different cities, and the intention is to allow visitors to interact with the signage from different distances and directions, thus creating a variety of photographic effects. This turns the signs into an interactive installation with an artistic touch, visitors' curiosity and desire to explore are aroused, and their impression of the city and their sense of belonging are enhanced. The design experience has been replicated by many cities within China. Similarly, a heart-shaped sign (Tabl.1:f) located on a street in Jinan attracts attention. The giant heart installation, the heart icon below and the text clearly point out the name information of the place, and the artistically treated heart icons in the center of the road and on the zebra crossing also add to the visitor's experience. It is worth noting that the colours of the guide signs at the site will also be adjusted according to the seasons, further enhancing the ability to identify the information at the place.

Table 1
Cases of guide signs in urban spaces in Shandong Province

Case						
	a	b	c	d	e	f
City	Rizhao	Jinan	Qingdao	Qingdao	Yantai	Jinan
Type	information pillar	index table	navigational pointer	information board	guide map	symbolic installation
Characteristic	Harmonization of materials with the environment		Integration of regional characteristics and aesthetics		Dynamics and emotional interaction	

In conclusion, the discussion focused on the visual utility of guide signs, which proves that guide signs play an important role in urban spaces. In addition, it



is also necessary to pay attention to the relevant design principles and concepts, so as to form a systematic and holistic urban atmosphere and enhance people's spatial experience.

CONCLUSIONS

This study analyses the design features of various types of guide signs in urban spaces in Shandong Province, including information pillars, index tables, navigational pointers, information boards, guide maps, and symbolic installations, with the help of case studies. According to the study, harmonisation of materials with the environment, diversified integration of regional characteristics and aesthetics, as well as the importance of the public's experience and emotional interaction are modern characteristics of urban guide signs in Shandong Province. The study reveals the value of guide signs in urban spaces, which can optimize the urban fabric and enhance the integrity and connectivity of the whole cities, thus creating a high-quality urban environment.

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СУЧАСНІ ОСОБЛИВОСТІ ДИЗАЙНУ ВКАЗІВНИКІВ У МІСЬКОМУ ПРОСТОРІ ПРОВІНЦІЇ ШАНЬДУН

У цій роботі проаналізовано тенденції розвитку дизайну міського простору на прикладі вказівників китайських міст провінції Шаньдун. Визначено три сучасні характеристики дизайну вказівників, а саме: гармонізація матеріалів та навколишнього середовища, інтеграція регіональних особливостей та естетики, а також важливість досвіду та емоційної взаємодії зі споживачами. Ці характеристики сформували урбаністичний просторовий образ провінції Шаньдун.

Ключові слова: дизайн візуальних комунікацій; міста провінції Шаньдун; дизайн вказівників; особливості дизайну; міський простір.