

Foshan City Impression Digital Illustration Design and Application

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Abstract

Each city has its unique city image. As a national historical and cultural city, Foshan has a long cultural heritage and diverse cultural traditions. Cultural self-confidence is the soul of a country and a nation. In the process of modern urban development, it should be inherited and promoted excellent traditional culture, so that excellent traditional culture has glowed with new vitality. The digital age brings a broad development space for illustration design. Illustration design is an important manifestation of visual communication. It attracts the attention of the public with its intuition, flexibility, fun, and artistic. This article mainly explores the use of flat-style illustrations to show the spiritual style and cultural connotation of Foshan City.

Keywords

Flat style, digital illustration; urban impression; cultural and creative product design.

1. Overview of Foshan City Impression Illustration Design Research

1.1. "Charming Foshan" -The city image hard power

Foshan is located in the hinterland of the Pearl River Delta, adjacent to Hong Kong and Macau, and together with Guangzhou, it forms the "Guangfo Metropolitan Circle". It is not only an important part of the "Guangdong-Hong Kong-Macao Greater Bay Area" and "Pearl River-Xijiang Economic Belt", but also an important city of "Guangzhou-Foshan", one of the three poles of the Guangdong-Hong Kong-Macao Greater Bay Area construction. It is also the national public cultural service system demonstration area. Foshan not only has the natural environment of traditional Lingnan waters, but also actively creates a modern city image, such as: Sanshan-Qianhuang Lake, Foshan New City, Lingnan Xintiandi and other areas. The design-rich high-rise building is inlaid in the simple and beautiful Lingnan water village to form an attractive urban landscape.

1.2. "Cultural Foshan" -The city image soft power

As the birthplace and inheritance of Guangfu culture and Lingnan culture. Foshan is actively promoting the construction of high-quality cultural orientation cities, and in-depth cultivation of cultural and tourism image IP. Focus on shaping personalized urban cultural brands, and take culture as the core element of enhancing the attractiveness, competitiveness, and influence of the city. By excavating the cultural characteristics of Guangfu and continuously enhance the recognition of the city, thereby continuously enhance the soft power of the city's Foshan culture.

1.3. "Beautiful Foshan" -The urban image communication power

Today, with the rapid development of digital information technology, it is a possibility to apply digital illustration to spread and promote the image of the city. The illustration design is an important manifestation of visual communication, which has the characteristics of intuition, flexibility, fun, and artistic. It is a necessary attempt to interpret Foshan's urban impression and promote Foshan regional culture with the language design.

2. Flat -style illustration design and application:

The earliest flat style design originated from a decorative design called "Swiss style". In recent years, in the era of information explosion, with the improvement of the aesthetic consciousness of the public, the flat design style has gradually become the mainstream style of the field of visual communication design. With its concise and generous form, rich color matching, and intuitive emotional expression, it can be accepted by the public, especially the younger generation.

The drawing method of flat -style illustrations basically adopts the expression of "color blocks"+"texture". Use abstract and generalized graphics to express objective things plus the texture of different strokes. The color matching is not limited by objective things, and the aesthetic freedom of the creator can be played.

3. Foshan City Impression Illustration Design Practice:

3.1. Design research:

Before the creation, the target cities were investigated and inspected, visited Foshan's old town and new city, and selected Foshan ground standard buildings (As shown in Figure 1): Foshan Television Tower, Zu Temple, Shunde Vinci Tower, Century Lotus Stadium, Fangta Tower, etc.



Fig1: Foshan's old town and new city, and selected Foshan ground standard buildings

3.2. Design idea:

"Zen" is the abbreviation of Foshan City. Zen Yi is the memory of Foshan's memory. Select some landmark buildings as creative elements. The work conceives Foshan's modern iconic new buildings and typical Lingnan characteristic buildings in one picture to produce a sense of impact of a new building and traditional building. The color is out of the color of the building itself, and boldly uses the fantastic gradient color performance in Foshan. The background is the white magnolia of Foshan City. The prospects have the elements of South lions and kaponic cotton, which means the beautiful scene of the harmony between the things in the city and the nature of nature, and praise the beautiful life! (As shown in Figure 2)



Fig2: which means the beautiful scene of the harmony between the things in the city

3.3. Derivatives design:

"Zen Yi" illustration works are applied to the design of cultural and creative products, which are both beautiful and commercially valuable.(As shown in Figure 3)

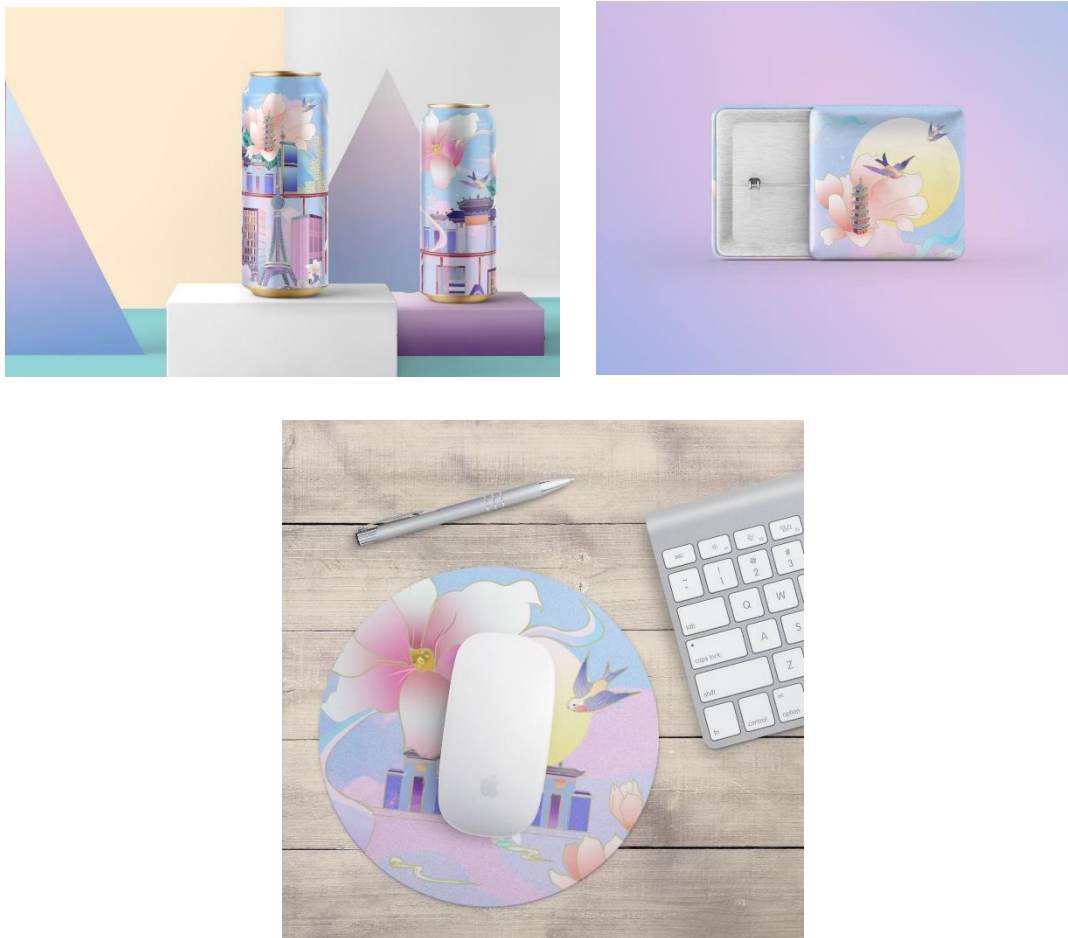


Fig3: "Zen Yi" illustration works are applied to the design of cultural and creative products

"Zen Yiyi" illustration design works extract the visual symbols of Foshan, such as the ancestral temple, the Foshan TV Tower, the Shunde Vinci Tower, and combined with the flat illustration art form to create the urban impression illustrations belonging to Foshan. This group of urban impression illustration design gives the cultural heritage and image dissemination dual significance, and provides design reference and reference for improving the image of Foshan and spreading Foshan regional culture.

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