

# Urban Planning and Design Under The Strategy of Fusion of Visual Semantic Theory and Urban Cultural Brand Image

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**Objectives:** the city cultural brand image is to excavate from a city's depth, integrate the city's history, culture, economic development and other urban planning, and create a new city image under the strategy of city cultural brand image integration. **Methods:** A good city image is an intangible asset for a city, which can enhance the core competitiveness of the city. **Results:** Based on the theory of visual semantics and the strategy of urban cultural brand image integration, this paper proposes the overall planning of Nanchang brand design and the application design of urban visual image after the specific analysis of Nanchang. **Conclusion:** so as to enhance the cultural identity of urban residents and strengthen the economic connection with the city.

**Keywords:** visual semantics; urban culture; brand image; planning and design; Nanchang

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For each city, the unique culture of a city is the embodiment of a city's personality, and a good visual image of a city's cultural brand is also the specific performance of a city's competitiveness<sup>1-4</sup>. Building a good city cultural brand image can make an enterprise have a good investment attraction, and also can make urban residents have a better living environment<sup>5-7</sup>, so as to attract talents, and help to improve the core competitiveness of the city<sup>8,9</sup>. The urban planning based on the integration of urban cultural brand image aims to create a brand-new urban environment by using the visual image of urban cultural brand, enhance the local residents' sense of cultural identity of the city, play a positive role in urban cultural publicity, and increase the interaction between urban development and urban economy. With China's urban construction and economic development entering a new stage, urban planning and construction in the Middle East have accelerated the

construction of urban culture and carried out the design of urban cultural brand visual image. But the image design of many cities is not complete, just stay in the form of beautification<sup>10-12</sup>. It is necessary to study the aesthetics of urban imagination from the perspective of visual semantic theory, combine the context of urban economic planning and cultural development, integrate urban cultural brand image, and finally realize urban planning by visual communication design.

The history of any city will be reflected in the architecture and spatial environment. These historical buildings will record the evolution of the city and the major events related to the city. They are specific cultural carriers and witnesses of the city's development. Yonggang t et al. Proposed that urban architecture is the witness of urban development. Therefore, in urban planning and design, we should deal with the relationship between cultural relics and urban planning, and establish a city brand image<sup>13</sup>. Yanning Z et al. In

the research of Chinese urban waterfront landscape architecture design, taking the waterfront landscape design of Nanning as an example, designed the waterfront landscape design with local characteristics and diversified images, and divided according to the functional areas, created the waterfront landscape architecture with ecological, cultural characteristics and identification<sup>14</sup>. With the development of modern society, people are more and more fond of improving their quality of life through tourism. More and more cities are building their own brand image of urban tourism, which can be shaped according to four dimensions of landscape image, service image, cultural image and regional image. Therefore, when planning cities, we should strengthen the construction of urban environment, carry out and integrate them Marketing communication to enhance the tourism brand image of the city<sup>15</sup>. In the process of urbanization, there may be multipolar development of cities. In the process of urban development, we need to pay attention to the development of city image, and at the same time, we need to integrate with the international community to realize the development of international cities or regions<sup>16-19</sup>. Lin Lu proposed that the construction and planning guidance of brand supporting facilities should be strengthened in urban planning and construction, a better city brand image should be established, and the optimization and upgrading of the city's industrial structure should be accelerated<sup>20-24</sup>. Li J proposed that the center of current urban planning is to carry out urban planning and design from the material and visual aspects, and to carry out image transformation of existing buildings<sup>25</sup>. Cvijic s et al. Proposed that there is a certain historical connection between cities. Different cities have their own distinctive urban culture and historical sites, which can be used to create a distinctive urban brand image<sup>26</sup>. Chang HF et al. Proposed that the core value and connotation of urban development in the context of globalization is to move forward to an international competitive city, which needs to change the traditional industrial operation state, inject new life concepts to promote the development planning of urban communities, strengt

hen the community spatial diagnosis ability and development policy of urban planning, and optimize the use of resources<sup>27</sup>.

## METHODS

### Visual Semantic Theory

Vision is the most important sense organ of a person. It can get a lot of information from the outside world. Watching is also the most common natural behavior of human beings. It is also an extremely complex cultural behavior. People rely on vision to a great extent for the world, which is a process of active discovery. The understanding of vision should be to get the objective object image by feeling light through the visual organ. Vision is not a simple automatic instrument working alone, but a complex and changeable organism. No matter what the eye looks at, it will be controlled by the needs of the audience and its own interest. It is more of an acceptance and creation, and it will contact, induce, construct, organize, etc. Before product design, we need to understand the target audience, and design according to the specific needs, so as to design products that can attract people's attention. In the 1950s, the concept of visual thinking was put forward and gradually developed into a basic theory applied to product design. All thinking activities, especially creative thinking activities, have a very strong correlation with visual images, which can help people to achieve thinking creation through graphics.

The theory of product semantics can also be traced back to the 1950s, but product semantics really appeared in 1983, which is the symbolic feature in the use situation when people create the form of objects. All kinds of arts can form their own language, all cultural phenomena are symbolic phenomena, and design phenomena are important components of symbol design and coding. The reason why symbols can produce meaning is because of people's cognition and experience of natural society. The design research based on visual semantic theory is to be able to convey the designer's information and be interpreted by the designer and the audience. This kind of sender and receiver have the same symbol reserve.

### Building Design of City Brand

The core essence of product brand is the maximum benefit value that the product or service brings to people. For a city's brand core value, it can bring the maximum benefit to all residents of the city. At present, the three processes of urban construction in China include urban administration, urban management and urban elites. Among them, urban cultural brand visual urban image design is a part of the concept of urban elite. Under the requirements of modern social economy, urban brand is an innovative combination of brand economy and urban construction. This kind of operation and management under the combination of innovation can help to coordinate the advantages of urban resources and fully display the personality and style of the city. At present, many large cities are using the city brand image to excavate the historical and cultural value of a city. The construction of a city brand image is not only the external image beautification of a city, but also the operation and management of the city construction planning. At present, the construction of brand image of many cities is still on the surface, without exploring the spiritual and material cultural connotation of cities. Urban brand is the analysis, refinement and integration of the unique elements, history, culture and industrial advantages of the city by the builders in the process of urban construction, and provides a sustainable and trustworthy personalized commitment for the urban stakeholders, so as to improve the satisfaction and identity effect of urban living and relevant stakeholders, and enhance the urban agglomeration effect.

Each city has its own characteristics. It is impossible to have exactly the same city. According to the geographical features, development planning, historical and cultural characteristics and climate characteristics of different cities, city brands can be divided into a variety of types. According to different classification, it can be divided into geographical city brand, spatial city brand, historical and cultural city brand, economic city brand. The formation of city image is based on the characteristics of a city's geographical

environment. In recent years, the phenomenon of "anti urbanization" has appeared in many western countries with relatively developed economy, which is also the trend of urbanization development at a certain stage. It is the return of urban population to small towns and villages, which reflects people's pursuit of high quality and low pollution life. Therefore, an important direction of modern urban development is the city's ecology and idyllic. We need to create an excellent city image by creating a green ecological entrepreneurial environment and human settlements environment.

### Urban Image and Cultural Structure

In the process of historical development of a city, long-term cultural accumulation and historical precipitation will form a unique cultural structure of the city. Only when the historical and cultural resources of a city are studied in depth, can the cultural structure of a city be truly examined. The historical and cultural resources of a city include the cultural activities, cultural relics and historical records of a city, which can show the cultural brand and cultural personality of a city. Nanchang is a city with a long history and culture. The August 1 Uprising of Nanchang in 1927 made the city a revolutionary hero city. The preface to Tengwang Pavilion written by Wang Bo, the four outstanding figures in the early Tang Dynasty, made the city a place of great wealth and outstanding people. Since the reform and opening up, Nanchang's tourism industry has also developed rapidly. Many cultural relics and historic sites have been well protected and repaired. There are hundreds of various natural and cultural landscapes, including Jinggangshan National Scenic Area, Longhushan national scenic area, Poyang Lake, nine railway scenic area, etc. Due to the inheritance of historical culture and the diversity and inclusiveness of culture, Nanchang originally has the consciousness of openness and innovation, so it also contains inclusive cultural inclusiveness.

Different local cities have very distinct human landscape culture, which will be affected by different regions. The long-term historical accumulation of the development of human society has formed rich historical culture.

Whether it is the social composition of people's life and residence, etc., different cultures will be formed according to the region. Different city images and brands are the embodiment of a city's natural environment and human geography. This kind of city culture formed by different regions will directly affect people's establishment of city image and city brand. In the process of building city brand, city image and brand will also have a very important impact on city culture. In the process of people's actual production and life, the urban brand will convey and play the role of publicizing the essence of the city through visual image and psychological effect. As the "population" form of human culture, city covers various elements of conflict and integration mechanism. There are many forms of urban landscape system, including various symbolic landscape systems, node systems, space symbol utilization systems, historical and traditional landscape systems, natural landscape systems, etc.

according to the urban planning of Nanchang City, the population of Nanchang is expected to reach more than 12 million in 2020, and the urbanization rate is more than 65%. Nanchang's current rapid economic development, its 2014-2018 GDP and growth rate are shown in Table 1.

## RESULTS

### Overall Planning of Nanchang Brand Design

The fundamental work of urban brand visual image design is to integrate multiple factors into simple factors through a lot of work. It is true that when designing the city brand image, we should not only stay on the surface of form, but also consider the local city culture and history. It needs deep observation and Thinking on the current situation of the city, and can design excellent visual image of the city cultural brand. Since ancient times, Nanchang has been a place where people are outstanding and precious. It is a "famous historical and cultural city" that represents the typical culture of China. The ecological environment here is very beautiful. It is a world-famous revolutionary capital and hero city. It is also a "Jiangnan Water Town" full of Southern customs. At present, the goal of layout planning and design for Nanchang is to become a modern and civilized garden Hero Economic Regional Center City and a modern manufacturing base. With the rapid development of Nanchang's economy, it has gradually developed into a vibrant and promising city. After a historical stage of rapid development,

**Table 1**  
**GDP Growth in Nanchang City from 2014 to 2018**

Year	GDP (100 million yuan)	Growth rate (%)
2014	3705.55	9.80
2015	4011.88	9.60
2016	4395.68	9.00
2017	4819.76	9.00
2018	5274.67	8.90

In order to build a good brand image of Nanchang's urban investment environment, Nanchang has built five industrial corridors, namely, Changjiu, Changying, Changyi,

Changgan and Xiangpu, created a good investment environment in Nanchang and added many new economic growth points. See Table 2 for details of the five industrial Corridors:

**Table 2**  
**Five Industrial Corridors in Nanchang City**

Name of industrial corridor	Planning orientation	Major industries	Main population (10×104)
Changjiu	North	Organic silicon industry	487.33
Changying	East	Copper metal products, Chinese patent medicine, clothing, optical glasses, etc.	116.75
Changyi	West	Building ceramic materials, photoelectric and emerging industries	555.37
Changgan	Southwest	Resource cycle, mechanical electronic, fine ceramic, new energy and agricultural product processing industry, etc.	974.25
Xiangpu	Southeast	Auto parts, video medicine, trade logistics, e-commerce, education and training.	574.18

According to Nanchang's unique historical and cultural resources, we can first position it as the "modern military capital". As Nanchang is a city with diversified cultural resources, it can make full use of various resources for overall planning and design during planning and development, including cultural landscape, natural landscape and cultural sites, as shown in Table 3.



**Table 3**  
**Planning and Distribution of Humanistic Landscape and Scenic spots in Nanchang City**

Classify	Number	Give typical examples
Ancient cultural relic	600	Han Dynasty Haifaint Houguo Archaeological site Park, Forbidden City site, Tiehe Ancient Tomb
Human landscape	18	Eight mountain people Meihu Scenic spot, Nanchang Bayi uprising Memorial Hall
Natural landscape	26	Meiling Scenic spot, Nanchang JD.com Water Park, Fenghuanggou Scenic spot

**Application Design of Urban Visual Image**

Every day, there will be a variety of vehicles in the city. In different places and environments, vehicles are a very good dynamic propaganda tool. The use of transportation system can create extraordinary scenic spots, which can better shape the visual image of the city's cultural brand, so as to realize its becoming the carrier of the city's civilized and standardized management. In the visual image design of urban culture brand, the available traffic vehicles include buses, elevators, vans and all kinds of urban public vehicles. These vehicles can be designed according to different car bodies. Different vehicles should be differentiated to some extent, but the confusion should be avoided, and the unified brand visual image of the whole city should be guaranteed as far as possible.

On the other hand, in terms of language communication between people, there are many obstacles and restrictions only depending on language. At present, there are more than 5000 kinds of languages used by human beings. Using symbols and signs can effectively solve this problem and shorten the distance. In the complex environment of modern city, public sign design is an essential communication tool and an important standard to measure urban civilization. In the design of urban public signs, we should follow the following principles: first, it should be simple, so that people of different countries, nationalities and environments can understand the meaning of these symbols by vision. Secondly, in the design of public signs, it is necessary to fully consider the regional culture and customs, not to violate taboos. When seeing these symbols, the association is neutral. The third is that the design of public signs should be suitable

for all kinds of public occasions, not difficult to identify because of the differences in images, to ensure that the image production is simple. The main function of both man-made and natural signs is to transmit specific information for easy identification. No matter how much knowledge the people who see these signs have or how far and near they are watching, they can directly understand the meaning expressed. At the same time, it also needs to have certain innovative significance, especially the current rich international communication activities, so it needs to be international, with the role of decoration and beautification of the environment.

**DISCUSSION**

Cities are the economic and cultural centers of human activities. In the process of historical development, they all have their own specific spiritual features and characteristics. No two cities are exactly the same. Each city has its own spiritual and cultural connotation. This time, we use visual communication technology to design Nanchang's brand image and adjust the city's visual image planning. The comprehensive analysis shows that urban planning and design based on visual semantic theory and urban cultural brand image fusion strategy need to be combined with the development of urban economy, and promote the economic development and cultural integration of the city while embodying the urban personality. The image design of urban cultural brand vision has a lot of significance for urban construction, and is conducive to the long-term sustainable development of the city.

## Human Subjects Approval Statement

This paper did not include human subjects.

## Conflict of Interest Disclosure Statement

None declared.

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