

# Application of Art Design in Shaping Rural Landscape Environment

Tianyi Zhu\*

Hainan Vocational University of Science and Technology, Haikou 571126, China

\*Corresponding author: Tianyi Zhu, zty1110@icloud.com.

**Copyright:** © 2024 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

**Abstract:** With the acceleration of urbanization in China, the countryside, as an important carrier of traditional culture and natural ecology, has been paid more attention to its landscape shaping. In this process, art design can inject new vitality into the transformation and upgrading of the rural landscape. It can not only pay attention to the natural scenery and human history of the countryside but also integrate the rural scenery with modern aesthetics with its unique perspective and techniques, to help the countryside create a rural landscape with regional characteristics and meet the needs of the era. This paper starts with the application principles of art design in the shaping of rural landscape environment and deeply analyzes the role of art design in the shaping of rural landscape environment and its application strategies, which is only for reference of relevant people.

**Keywords:** Art design; Rural landscape; Environment shaping; Use strategy

**Online publication:** November 22, 2024

## 1. Introduction

The new concept of Harmony Village was first put forward in the No. 1 Central Document in 2023, marking a new stage in the construction and development of rural areas in the new era. This concept aims to significantly improve the happiness and sense of gain of rural people through comprehensive and multi-level development strategies <sup>[1]</sup>. In this context, the shaping of the rural landscape environment is no longer limited to the requirement of beautifying rural appearance but has become an important way to promote the construction of rural harmony and show the new style of rural areas. Therefore, the addition of art design can make an important contribution to the shaping of rural landscapes as a bridge connecting natural beauty and humanistic beauty <sup>[2]</sup>. By giving play to the creativity of art design, rural builders can dig deep into the natural resources and cultural deposits of the countryside, and combine the unique landscape of the countryside with modern aesthetics, to create a landscape style with the characteristics of the era and the characteristics of the countryside.

## **2. The application principle of art design in shaping the rural landscape environment**

### **2.1. The principle of ecology**

In the process of artistic design of rural landscapes, the ecological environment is the first thing to pay attention to. This requires designers to take the original natural ecological environment of the countryside as the main design basis, to preserve the unique local natural style and biological diversity. At the same time, the ecological environment should be avoided in the design process, and the existing resources should be used to design, including vegetation, terrain, and water, to form a harmonious and symbiotic landscape with nature. Through this way of scientific planning, the ecological environment of the rural landscape can be ensured to develop sustainably, to provide a healthy and livable environment for villagers <sup>[3]</sup>.

### **2.2. The principle of regionalism**

In the process of continuous development, each village has its unique human history and regional characteristics, which have an important guiding role in art design. Designers should have a deep understanding of the local historical development, architectural style and folk customs, and integrate these elements into the landscape design, so that the rural landscape has distinct regional characteristics, and constantly enhances the cultural connotation of the countryside, to enhance the villagers' sense of belonging and the sense of identity of foreign tourists.

### **2.3. The principle of economic practicality**

The artistic design process of rural landscapes also needs to take economic practicability into account. Based on respecting ecology and maintaining regional characteristics, designers should control related design costs and avoid excessive design and material waste. Through scientific and reasonable layout and material selection, the economy and practicability of the landscape can be realized to the greatest extent. At the same time, it is also necessary to take into account the later maintenance and management of the landscape, simplify the corresponding maintenance costs, and ensure that the landscape can maintain a good state for a long time <sup>[4]</sup>. Therefore, designers must adhere to the principle of economic practicality, to reduce the economic burden of the countryside in the later period, and promote its sustainable development to contribute.

## **3. The role of art design in the shaping of rural landscape environment**

### **3.1. Constructing a diversified rural landscape**

In recent years, with the continuous development of the national economy, rural tourism has gradually become an important part of rural economic development, and landscape tourism occupies a large proportion of the development of rural tourism resources. Therefore, the application of art design in the process of shaping the rural landscape environment can effectively promote the construction of diversified rural landscapes. At the same time, the use of art design to strengthen the shaping of the rural landscape environment is also an important prerequisite for the construction of a diversified rural landscape environment, which can effectively help the countryside to build a landscape environment with differences, promote the development and integration of related industries, to enrich the tourism content of the countryside, improve the attractiveness of the countryside itself, and further promote the development of rural economy <sup>[5]</sup>. Therefore, the application of art design in the shaping of rural landscape environment can create a more harmonious and richer rural

environment atmosphere. Through the use of various artistic elements, it can show the charm of different landscapes and lay a good foundation for the future development of rural landscape resources.

### **3.2. Improving the quality of life of rural residents**

Environmental art design can improve the quality of life of residents to the greatest extent in the development of rural landscapes. Through field investigation and investigation, designers will make reasonable planning and design according to the specific development situation of the countryside. Starting from the two aspects of the natural environment and ecosystem, they can continuously reduce the damage to the environment, to truly realize the ecological function of the rural landscape and build a healthy and comfortable living environment for residents <sup>[6]</sup>. At the same time, environmental art design also plays a role in resource optimization in the shaping of rural landscapes. For example, in terms of the utilization efficiency of rural land and other natural resources, through scientific and reasonable planning, land resources can be rationally allocated and the output efficiency of land can be continuously improved. In addition, environmental art design also insists on ensuring the basic living needs of rural residents as the goal, emphasizing the continuous reduction of energy consumption and environmental pollution, advocating the application of green buildings and energy-saving technology, to promote the sustainable development of rural areas.

### **3.3. Inherit the development of rural culture**

In the process of shaping the rural landscape environment, art design also plays an important role in the inheritance of rural culture. In detail, art design can integrate rural cultural elements into the shaping process of landscape environment to effectively protect rural culture, make it maintain cultural vitality for a long time, exist for a longer time in future development, and promote cultural inheritance. At the same time, art design can create rural history and folk customs and other cultures for the second time, and display them in the form of landscape, to facilitate residents to have a deep understanding, so that they can have more opportunities for cultural exchange in daily life, and improve their cultural identity subtly, so as to give vitality to the development of rural culture and lay a solid foundation for its subsequent inheritance <sup>[7]</sup>.

## **4. The application strategy of art design in the shaping of rural landscape environment**

### **4.1. Excavating the elements of rural art and integrating the characteristics of the era**

Each village has its unique artistic elements in the historical process of development, but in the process of traditional landscape environment construction, the local regional characteristics and artistic elements are not deeply excavated, and they are rarely reflected in the environmental shaping, resulting in a strong similarity in the final landscape <sup>[8]</sup>. Relevant designers must be deeply aware of this problem, and in the subsequent landscape environment shaping process increase the mining of regional characteristics and artistic elements, and integrate them into the local environment in the process of art design, to effectively solve the problem of rural landscape environment homogeneity. Therefore, in the process of rural construction in each place, it is necessary to actively develop its landscape environment resources and extract the content of local art elements to create a regional landmark art design development system, so that the rural landscape in each region can better reflect the local cultural characteristics, thus creating a good cultural and artistic atmosphere and enhancing the artistic expression of the landscape environment. In addition to mining and applying the

local art elements, it is also possible to integrate the art content with the characteristics of the era, so that traditional culture and modern art inject new vitality into each other in the process of integration, creating new possibilities, and constantly enrich the content of art design, to effectively improve the rural landscape environment. Besides, it can also provide new references and prepare for better optimization of landscape and environmental art design in the future.

## **4.2. Innovate rural landscape design methods and enrich expression forms**

### **4.2.1. Brainstorm ideas for innovative landscape and environmental design**

Under the background of the new era, the work of shaping the rural landscape environment has become increasingly inseparable from the support of advanced technological means. In the design work, designers can make full use of the Internet platform, pool their ideas, comprehensively organize the advanced design knowledge and design methods on the network, constantly extend the design path and learn more excellent design concepts. More artistic design methods can be innovated and show different artistic effects from traditional design in the past <sup>[9]</sup>. At the same time, local rural residents, designers in the field of art design, students and teachers of art design, and local tourists can all become participants in the design of rural landscape environments. Designers can use online platforms to guide them to participate in the design process, which can take the form of voting or a questionnaire survey to collect suggestions and opinions of relevant people. The ideas of the general public can be understood and sorted out comprehensively, so that art design is no longer restricted by a team, and designers can better collect design inspiration and prepare for the subsequent work. In addition, in the process of pooling ideas, designers should also pay attention to cross-field cooperation, invite ecologists and sociologists to participate in design discussions, and ensure that the completion of the rural landscape can conform to relevant design principles so that it can coexist harmoniously with the natural environment and reflect the regional cultural characteristics, to promote community participation and economic development <sup>[10]</sup>. Various places can also use the Internet platform to carry out publicity work, so that visitors to the rural landscape environment shaping and landscape tourism services have a preliminary understanding, and can express their views and insights in the special message board, with the help of publicity advantages to enrich the design staff's work ideas, to provide improvement inspiration. Finally, designers can also hold online design competitions, open creative workshops and other forms to stimulate the enthusiasm and creativity of all walks of life for the transformation of rural landscape to form a rich library of design schemes. At the same time, big data will be used to analyze user feedback, accurately grasp the trend of public aesthetics, and help designers constantly optimize design schemes. It can inject new vitality into the shaping of the rural landscape environment, and realize the continuous innovation and development of the rural landscape environment.

### **4.2.2. Use modern science and technology to innovate art forms**

With the continuous development of science and technology, the innovation of art design is inseparable from the support of relevant skills, and its requirements for economic resources are also relatively high. Therefore, art design should be innovated around economic development, which is also the key content of the current rural landscape environment <sup>[11]</sup>. In the shaping process of rural environment, designers should make scientific and reasonable planning work, adhere to the direction of rural economic development as the basis, comprehensive use of modern science and technology to carry out innovation, so that the final artistic effect is more in line with expectations. At the same time, in the process of shaping, designers should also understand



the aesthetic needs of the public, strengthen the aesthetic sense of environmental art, and carry out targeted art design planning activities. In addition, in the process of using modern science and technology to innovate art forms, designers should not only pay attention to the advanced nature of technology but also deeply integrate it with rural culture to create a rural landscape in line with the public aesthetic. For example, through the use of VR technology, tourists can enter the historical scene and experience the changes of the countryside and the inheritance of culture, thereby continuously enhancing their cultural identity and tourism experience. The application of holographic image technology can break the restrictions of time and space, and show the natural beauty and folk customs of the countryside in a more vivid and three-dimensional way, bringing a new experience to tourists and local residents<sup>[12]</sup>. In addition, the use of Internet technology and big data and other modern scientific and technological means can also be intelligent management of rural landscape, such as intelligent lighting, environmental monitoring and timely warning, which can not only improve the level of rural modernization, enrich the expression of the rural landscape, but also to ensure the intelligent management of the landscape, for the diversified development of the rural economy to provide a new path.

#### **4.3. Strengthen the training of art and design talents to ensure the quality of design**

Under the background of accelerating urbanization in China, the related requirements of rural landscape for environmental art design are also becoming higher, and the test of designers' professional level and practical skills is also increasing. Therefore, designers should fully understand the characteristics of rural culture and understand that rural landscape is not only the display of natural landscape, it is also a concentrated embodiment of rural history and culture, folk customs and ecological environment, which requires designers not only to be able to skillfully use rural landscape for artistic expression to show rural characteristics of culture but also to have a solid foundation of art design, the modern design concept and rural traditional elements skillfully combined. To create works that meet the modern aesthetic and do not lose the local flavor<sup>[13]</sup>. However, there is still a shortage of design talents in this field, and they cannot smoothly undertake corresponding work in the design of rural landscape environment art. Moreover, although some designers have high artistic accomplishment and design skills, their cognition and understanding of rural culture are relatively shallow, and it is difficult to grasp the essence of rural landscape. In addition, some economically underdeveloped remote rural areas cannot independently design the local rural landscape environment, and they more directly entrust the art design work to outsourcing companies, which easily causes the final design work not to show the local cultural characteristics, but also increases the design cost. It does not play its due role in the later landscape utilization and economic benefits. Therefore, it is particularly urgent to strengthen the training of art and design talents, especially for the special training in rural landscape design<sup>[14]</sup>.

(1) Each region needs to identify its needs for landscape environment design, cooperate with some universities, and define the direction of talent training for them so that colleges and universities can directionally train professional talents to give full play to the advantages of professional talents, and ensure that they can get started smoothly at the initial start of work, and ensure the integrity and professionalism of their work, promoting the artistic design process of the rural landscape environment.

(2) It is necessary to build a multi-level and multi-channel training system, including setting up rural landscape design majors in higher education, continuing education and training for on-the-job designers, and setting up design workshops for rural communities<sup>[15]</sup>.

(3) Art comes from life, designers can also go deep into the countryside to experience rural life, and constantly enhance the perception and identity of rural culture, to lay the groundwork for them to integrate

more humanistic care in the process of environmental design, to ensure that the final shape of the rural landscape environment can not only improve the rural style, but also promote the inheritance and development of rural culture.

## 5. Conclusion

To sum up, art design plays an indispensable role in shaping the rural landscape environment. The introduction of artistic design means can not only inherit rural culture, and improve residents' quality of life, but also enrich the expression forms of rural landscape environment, improve the process of rural modernization, and promote the sustainable development of rural landscape, so as to achieve the goal of rural construction.

## Disclosure statement

The author declares no conflict of interest.

## References

- [1] Du M, Li K, 2024, The Application of Art Design in Shaping Rural Landscape Environment. *Footwear Craft and Design*, 4(12): 95–97.
- [2] Li R, Huang Y, Xu Y, 2024, Application of Art Design in Rural Landscape Environment under Harmonious Rural Background. *Theoretical Research on Urban Construction (Electronic Edition)*, 2024(5): 10–12.
- [3] He J, 2024, The Role of Environmental Art Design in the Revitalization of Rural Landscape. *Ju She*, 2024(1): 141–144.
- [4] Chen Y, 2023, Application of Art Design in Rural Landscape Environment under the Strategy of Rural Revitalization. *Journal of Ezhou University*, 30(2): 51–52.
- [5] Liu Y, 2024, Design Strategy of Rural Landscape Reconstruction from the Perspective of Aesthetic Education. *Modern Horticulture*, 47(8): 94–96.
- [6] Li C, 2024, The Rural Landscape Design Strategy of Jiaozuo City under the Influence of the Yellow River Culture. *Footwear Craft and Design*, 4(3): 90–92.
- [7] Li J, 2023, Analysis on the Regeneration and Application of Vernacular Architectural Elements in Rural Landscape Design. *Footwear Craft and Design*, 3(13): 58–60.
- [8] Chen Y, 2023, Application of Art Design in Rural Landscape Environment under the Strategy of Rural Revitalization. *Journal of Ezhou University*, 30(2): 51–52.
- [9] Zhang J, 2022, Research on the Application of Public Art Design in Landscape Environment under the Strategy of Rural Revitalization. *Southern Agricultural Machinery*, 53(5): 69–71.
- [10] Sun L, 2023, Rural Landscape Environment Construction Strategy from the Perspective of Artistic Intervention. *Environmental Engineering*, 41(2): 64–65.
- [11] Wang Z, 2023, Research on Rural Landscape Design Based on Local Culture. *Journal of Shandong University of Agricultural Engineering*, 40(2): 102–106.
- [12] Li J, 2023, Research on the Application of Artistic Elements in Human Settlement Environment under the Background of Rural Revitalization. *Sichuan Architecture*, 43(2): 6–8.
- [13] Zeng L, Hu H, Sheng J, 2023, The Intervention of Art in the Landscape Design of Newly Built Centralized

Residential Area of Farmers in Northern Jiangsu: A Case Study of Xialou Village in Huai'an City. *Journal of Pu'er University*, 39(1): 104–107.

- [14] Zhang J, 2022, Research on the Application of Public Art Design in Landscape Environment under the Strategy of Rural Revitalization. *Southern Agricultural Machinery*, 53(5): 69–71.
- [15] Qiu W, 2020, On the Application of Environmental Art Design in Beautiful Rural Design. *Art Appreciation*, 2020(3): 227–228.

**Publisher's note**

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.