

LETTER TO THE EDITOR

Natural Ecological Environment Protection Publicity Sculpture

Design Based on Visual Communication

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The importance of the publicity work of natural ecological environment protection is extremely prominent. Adding visual communication design and publicity into the sculpture design is conducive to the promotion of ecological environment protection and the orderly development of ecological environment protection. Based on this, a sculpture design method of natural ecological environment protection publicity based on visual communication is proposed. This paper first analyzes the professional attribute and social significance of visual communication design, and expounds the overall planning principle of sculpture design from three aspects: the principle of environmental systematization, the principle of flexibility and the principle of specialization. Further explained the natural ecological environment protection propaganda sculpture design principle. Starting from the two aspects of creation thought and creation technique, this paper explains the sculpture design method of natural ecological environment protection under the guidance of visual communication concept.

Visual Communication; natural ecology; environmental protection publicity; sculpture

1 INTRODUCTION

Environment is the material basis for the survival and development of human beings. However, when human beings use natural resources and the environment for economic construction, it also intensifies the damage to their own living environment. In turn, the damaged harsh environment seriously threatens the survival of human beings. This requires us to pay attention to the protection of the living environment and achieve coexistence and harmonious development while carrying out economic construction and accumulating wealth. In order to make people effectively and consciously protect the environment, the primary work is to strengthen environmental publicity and education. We will carry out environmental protection publicity and education in an organized, systematic, multi-tiered and focused way, so that environmental protection publicity will be socialized and the awareness of environmental protection will be raised by the whole people (Jin and Mi 2019, Kumar et al. 2019). Sculpture not only beautifies and decorates the environment, but more importantly, it is the media of environmental protection (El Ghazali et al. 2016). Based on these advantages, and social awareness of sculpture, environmental protection sculpture came into being. Sculpture art naturally becomes an important means of ecological environment education and an important form and means of beautifying the city, protecting the environment, carrying forward culture and spreading civilization.

Mofei Lin, Jian Tang, Miao Liu published an article in Ekoloji Issue 107, 2009. The title is: “Sponge City Planning of Dalian based on Functional Division of Natural Ecological Environment”. Based on the background of national vigorously promoting sponge city construction and the severe situation of urban flood control and drainage, this paper proposed the sponge city planning method of Dalian based on natural ecological environment function zoning. On the basis of analyzed the necessity of sponge city construction, the natural ecological environment function of sponge city was divided according to the geological safety and water safety. Dalian sponge city was planned as four functional zones according to the spatial pattern and land use status of Dalian sponge system: Functional area of sponge ecological green space; Sponge type ecological hardening ground function area; Functional area of sponge ecological green roof rainwater garden; Sponge type ecological rainwater collection function area. The results showed that this method has obvious advantages in economy, efficiency, discharge and total stagnation. This is a high quality sponge city planning method. Inspired by this article, the significance of ecological environmental protection publicity was realized, so the sculpture design of natural ecological environmental protection publicity was studied.

Guo (2018) discussed the landscape sculpture design of Chinese shanshui city. Based on the theories of shanshui city and landscape sculpture, it was pointed out that shanshui city and landscape sculpture are interdependent. This paper analyzed the related factors of landscape sculpture design in shanshui city macroscopically, and established that landscape sculpture design should follow the principles of ecology, integrity and public. It was proposed that the design of landscape sculpture in shanshui city should show nature, respect nature, created the artistic conception of the combination of virtual and real, shaped the form with multi-viewpoint aesthetic feeling and payed attention to the inheritance and innovation of traditional sculpture techniques. These methods complied with the “people-oriented” era of development requirements, outstanced landscape sculpture and landscape, integration of the urban environment dependence, implements the landscape city environment, the harmony of landscape sculpture and public relations, so that the landscape sculpture works to promote the city spirit, improved the urban temperament, display the ultimate goal of city image. Wang and Ye (2017) studied the application of regional cultural symbols in urban sculpture design. Mainly from the inheritance of local history context symbol, to refine temperament symbol of city and the local folk culture symbol of mining research angles of how the regional cultural symbols combined with urban sculpture development, made the development of the city sculpture is neither abandon the influence of traditional culture, and to kept the city sculpture style of personalized design.

Based on the existing research, this paper proposes a sculpture design method for natural ecological environmental protection publicity based on visual communication.

2 P2 DEA DESCRIPTION

2.1 The professional attribute and social significance of visual communication design

Visual communication design is an important branch of visual design art. The prosperity of the market economy and the progress of science and technology provide a broader stage and a solid foundation for the design, and also put forward higher requirements for the design. With the continuous improvement of living standards, people have more expectations for visual beauty (Gibson 2017). Visual identification design is

the most external, most direct, and most contagious part. The quality of visual design will directly affect the application of sculpture, and also reflect the development of a country's material civilization and spiritual civilization.

2.2 Analysis on the relationship between the publicity of natural ecological environment protection and sculpture

As a three-dimensional space sculpture has comprehensive characteristics, in the visual communication design of the dual aesthetic concepts of natural beauty and artificial beauty, if there is no sculpture configuration, the publicity effect of natural ecological environment protection will be much less. Due to the limitations of human development, real natural beauty has certain limitations when it is accepted. It cannot meet people's aesthetic standards, and the beauty of art has become a kind of dominance. Therefore, under the influence of visual communication design concept, sculpture as an ideological and cultural symbol is also an integral part of ecological art beauty. In the development process of human aesthetics, sculpture has become an important means of ecological environmental protection publicity and education (Sun et al. 2017). In the social environment, publicity sculpture is just an ornament and a publicity symbol, so it is decided that it must be consistent with the theme of ecological environmental protection in form and shape.

2.3 The overall planning principle of sculpture design

Hegel once said, "artist should not make a sculpture completely well before considering its position. Instead, he should conceive it in terms of the external world, his spatial form and local position." In the planning and design of landscape sculpture, the overall planning and system planning of sculpture are required under the ecological consciousness. The ecological system planning is a tributary of the overall planning. In the planning process of sculpture, the overall planning should be done first. The overall planning principle embodies three points: Based on the principle of environmental systematization, this paper proposes the overall spatial layout of landscape sculpture and environment, and the influence of the series of ecological and systematic spatial layout with specific spatial characteristics on sculpture; Based on the analysis of the elements of sculpture volume, color and form, this paper puts forward the measures and control principles of the overall planning of ecological culture, as well as the sculpture control requirements and Suggestions. However, it does not involve the specific design of sculpture. It should not only be responsible for the ecology, but also respect the basic law of artistic creation and leave enough space for creation; The principle of specialization is to excavate the historical and cultural characteristics and regional characteristics of the integrated planning, as well as the planning theme and style, to reflect the cultural inheritance, and to show the spirit, context and cultural deposits, spirit and temperament of different regions, different locations and different periods. The three principles mainly reflect the process of human civilization, that is, the co-evolution of human culture and the changing environment, that is, the interdependence, mutual promotion and co-existence and co-prosperity of human and natural environment.

2.4 The natural ecological environment protection propagandizes the sculpture design principle

(1) Adhere to the sculpture planning and natural ecological environment protection publicity common survival principle. First of all, to be symbiotic with the publicity elements of natural ecological environment protection, the layout of the sculpture must first be consistent with the concept of natural ecological environment protection education, but also consistent with the layout structure of the space and the hierarchy and sequence relationship of the environmental space (Zeng et al. 2016). The organization of natural elements such as mountains, water and vegetation into the art space of environmental sculpture

planning system not only increases the richness and sense of life of art, but also achieves the symbiotic relationship with natural elements, and highlights its ecological environmental protection education function. The publicity means of natural ecological environment protection are diversified, but sculpture is only one of them. Therefore, under the guidance of visual communication concept, it needs to integrate with other artistic elements to achieve uniqueness and unity.

(2) Respect historical and cultural features and set appropriate principles for themes and themes. The social factors formed by the development of a region or a country are inseparable from the historical era. Each region and country is influenced by its economic status, customs and habits, national taste, historical evolution and political status due to its environmental characteristics and features. Only by respecting history and refining regional culture, can sculpture have appeal and resonance, thus influencing people's aesthetic attitude towards nature and life, and achieving better publicity effect of ecological environmental protection.

(3) Normative construction, accomplish public sex principle. Construction criterion is to make scientific and reasonable sculpture development plan in accordance with the principles of planning, and correctly guide the healthy development of sculpture, so as to improve the quality of public space. Public participation is a two-way interaction between sculpture design planning and public appreciation, which can deepen people's concept of ecological environmental protection and improve the effectiveness of sculpture design for natural ecological environmental protection.

(4) The principle of innovation and sustainable development. Innovation is the driving force of sculpture development, innovation, sustainable development, only innovation, sculpture can be upgraded to a new level and level. The benefit of natural ecological environment protection publicity sculpture lies in that it can not only meet the aesthetic needs of contemporary people, but also benefit future generations and make sustainable use of resources. Therefore, only under the premise of sustainable development, bold innovation not only enriches artistic elements and improves artistic taste, but also achieves the coordinated development of ecological benefits, economic benefits and social benefits.

2.5 Under the guidance of visual communication concept, the sculpture design method of natural ecological environment protection is publicized

2.5.1 The grasp of creative thought

(1) Guided by the traditional philosophy, it reveals nature and respects nature. Whether sculpture can reveal nature and respect nature is the key to the success or failure of sculpture design. With the gradual increase of the publicity of ecological environmental protection, the means of publicity and education are diversified. Sculpture, as an art form, must have the publicity function of ecological environmental protection. On the premise of natural ecological values, the development of spiritual material, economy and culture and the progress of science and technology are in harmony, and the harmony between human spirit and natural law is achieved. In the sculpture creation, the philosophical concept of "theory that man is an integral part of nature" is the cornerstone. In the historical context, customs and other elements, it is necessary to combine the natural environment, comprehensive culture and environment to fully display "the way from what is beneath abstraction", "theory that man is an integral part of nature" and ecological sustainability.

(2) The sculpture has the title of "stone epic", which records the deeds of local celebrities with long history and culture. It is a high generalization of spirit, culture, custom and legend, which is also the inheritance and development of culture and the inheritance and development of ecological culture.

(3) Integrating with the landscape space environment, through the dialogue with the space environment, under the guidance of the visual communication design idea, transforming from the simple visual landscape to the interaction with the space environment, its main body and type should be higher than the surrounding space environment to connect, adjust the atmosphere, strengthen the environmental protection publicity function.

(4) From monomer shaping to system building. Due to the complexity of the structure and function of the ecosystem, the public has higher and higher requirements on the cultural depth, artistic height and ecological environment quality. Therefore, the public art, mainly landscape sculpture, should be more diversified and systematic.

2.5.2 Techniques for creation

The merits and disadvantages of sculpture creation are mainly reflected in whether the ideological language conveyed by the work is consistent with or more than the modeling form of the work itself. Sculpture, as the art of physical space, also determines that it is realized through the occupation of space by the entity. The sculpture's form is composed of the sculpture's material substance and the negative space which has visual influence on the material substance, so it is necessary to enhance the sculpture's sense of form and grasp the sculpture's sense of space. Henry Moore has this passage about the relationship between form and space as being both independent and unified: "Sculpture extends from the inner center to the outside, and the form and space are the unity of contradiction, which is a kind of virtual and real science. A good work of form and space gives a wonderful tension". In order to enhance the publicity effect of ecological environmental protection, sculptors are required to do the following under the guidance of visual communication design:

(1) Be good at both realism and generalization. Generalizations are highly refined from realism. Sculpture pays attention to the rhythm and sense of rhythm generated by the pursuit of form and simple and lively image. Then the aesthetic choice, art induction, refining, art processing. In the expression of artistic processing, the language must be simple and clear. Because the concise form highly expresses the nature of things, embodies the highest state of things art sublimation.

(2) The artistic expression of sculpture is exaggerated and deformed in terms of modeling, and its form is from inside to outside, presenting a kind of unfixed. Through the artistic language after exaggerated and deformed, the external image and internal quality of things become more integrated, concentrated and typical, and more full of verve and philosophical meaning of life. Sculptors abstract the beauty of natural objects in life through exaggeration and deformation, and use exaggeration and deformation to convey the spirit. Through the treatment of volume, material, form, space and other aspects of the expression of the publicity of ecological environmental protection.

(3) On the spatial processing, grasps the sculpture the rhythm, the rhythm and the virtual reality feeling. It is precisely because of the rhythm of the ups and downs that the works of art in the sense of rhythm performance of the richness. The treatment of rhythm and rhythm, the treatment of the relationship between the virtual and the real in the special space, and the ecological and environmental protection functions of sculpture are all highly generalized to the depth of sculpture art.

(4) Inherit and carry forward the tradition, absorb and draw lessons from and innovate. Only in the continuous inheritance, absorption and innovation of the traditional cultural classics, can it show its unique national posture and gorgeous cultural brilliance in the hundred gardens of the world sculpture art. In inheriting and carrying forward the tradition, we recreate it in spirit and in the concept of ecological and

environmental protection. In addition to tradition, sculpture is the spirit of The Times and reproduction. Only by combining tradition and modernity, seeking the best combination point, using traditional culture as the guidance and combining modern techniques of expression, can excellent local sculpture works recognized by the international community be created. In order to achieve better ecological environmental protection publicity effect, both aesthetic and educational functions, at the same time to achieve the sculpture function of in-depth development.

4 CONCLUSION

Sculpture works in the creative process due to its ideological positioning and the use of techniques and other factors will produce different visual art effects. Aiming at the publicity and education function of sculpture, a publicity sculpture design method of natural ecological environment protection based on visual communication is proposed. Sculptors are required to combine the history, culture, regional style, characteristics, aesthetic habits and aesthetic taste of a specific region in the design and creation of sculpture, pay more attention to the role of ecological environmental protection publicity of sculpture, so as to achieve the unity of aesthetic art and educational functions.

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