

The Aesthetic Analysis of Subway Sign - Take Hohhot City Subway Sign Design as An Example

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Abstract:

Subway logo design as an important part of the image of the subway and symbolic embodiment, in different cities subway design is also a unique, flowers in a hundred. With the increase of regionalization of operations, there are more and more subway signs. This paper analyzes the functional beauty, cultural beauty and formal beauty of the subway logo design in Hohhot city from the perspective of design aesthetics, and analyzes the multi-layered aesthetic significance and cultural value behind the subway sign in a deeper way.

Keywords:

Subway Sign, Design Aesthetics, Cultural Values, Aesthetic Significance

1. Introduction

To be successful, design must have roots. Culture is the essence of design. The integration of culture and international standards makes the field of graphic design shine brightly. Chinese art design should pay attention to the excavation and display of Chinese style and national emotion, so that the design can reach a new level and have its own confidence [1]. Inner Mongolia should emphasize the importance of ethnic elements in graphic design, take the spiritual characteristics of the nation as the background, use creative thinking to make traditional ethnic graphics become the main media and means of information transmission, complete localization and realize the regionalization of ethnic culture. Only in this way can we arouse people's emotional resonance and attachment to the prairie mother, and make modern city life full of natural, fresh and harmonious atmosphere; Only in this way can the works created have a sense of identity and intimacy, and will have more breadth and depth.

2. Introduction of Hohhot Subway Signs

The subway sign is a standard visual symbol with distinctive and public features designed and designated for it based on the composition structure, business philosophy and industry characteristics of rail transit, fully considering the object and application environment of sign information dissemination [1]. As the most widely

used and the most frequent core communication element in the subway visual identification system, subway signs are different from other graphic arts in terms of expression, and the signs themselves are a specific symbol communication design. The unification, humanization and standardization of subway sign design can enable citizens to adapt freely in different urban public transportation spaces, and the resources are unified as a whole, so as to avoid ambiguity and interruption in the process of information dissemination and reception. Quickly guide citizens to improve traffic efficiency and provide convenience for people to use urban infrastructure more conveniently and quickly.

Hohhot Metro is an urban rail transit system serving Hohhot, Inner Mongolia Autonomous Region, China. The Hohhot subway logo (Figure 1) is based on the blue sky and white clouds, combining the initial letter “H” of Hohhot with the train, which reflects the characteristics of fast rail transportation, and also highlights the characteristics and cultural heritage of the city of Hohhot. The logo is very modern, with a prominent theme and rich connotation.



Figure 1. Hohhot rail.

3. Aesthetic Analysis of the Design of Subway Signs in Hohhot

3.1. The influence of visual function on the design of subway signs

The visual function refers to the subway sign as the symbol of the visual identification of the urban public transportation space, which is reflected in the function and value. With the progress of scientific research, scientific achievements are constantly transformed into technology, and handicraft production is gradually replaced by machine products [2]. This urgently requires people to integrate aesthetics into technical activities, and use the scale of “beauty” to measure the balance and unity of the products of this era in material function and spiritual satisfaction, use value and aesthetic system. The design of subway signs is beneficial to reflect the cultural characteristics and economic strength of a city, and has also become an important symbol of urban transportation modernization. Identifying features [10].

The Hohhot subway logo is designed with a classic circle as the main body. The upper and lower semi-circles show the interaction of the subway very well. The capital "H" expresses the urban characteristics of Hohhot. The blue of the main body of the design gives people a sense of security and a sense of technology, which can be said to be a modern and forward-looking logo design. At the same time, the design of Hohhot subway logo takes into account the functionality of its logo. When people see the logo, they can quickly think of the subway industry. The striking colors and shapes are also directional and guiding.

3.2. The influence of national culture on subway sign design

As a realistic embodiment of semiotics in daily life, logo design also has all the characteristics of “symbols” [1]. Symbols are the carrier of information, the convention between the designer and the receiver, and conform to the cultural level and tradition of both. Mediation media of habitual cognition [3]. A good logo design needs to take into account the cultural system, spiritual connotation, regional characteristics and customs behind it.

Hohhot subway signs with the circle as the main body like a slowly rising sun, reflecting the Mongolian concept of circle. The famous historian of Mongolia, professor of the National University of Mongolia and academician of the Mongolian Academy of Sciences, Mr. Bolide Bateer, put forward in a lecture that there is sun worship in the philosophy of life of the Mongolian people, which is the source of the concept of circle. From the migration and encampment mode of ancient nomadic peoples to the expansion of the city, all of them are based on the leader (or power core) as the center, and the rest of them are surrounded by rings, forming the Mongolian regional view of “round sky and round earth”, which is different from the view of "round sky and round earth" in Central Plains culture [4]. Thus it can be seen that the Mongolian worship of the circle has a long history. The spirit of circularity and inner cohesion derived from the circle is consistent with the centripetal force of the Mongolian nationality.

The logo is mainly blue. Since ancient times, the Mongolian people have worshipped nature and believed in immortality, believing that the blue sky is boundless, fresh and eternal, and protects all beings on the grassland with mighty divine power. For this reason, the Mongolian people adore the blue of the sky. Blue is also hailed as a symbol of eternity, constancy, peace and prosperity, highlighting the characteristics of the Mongolian nationality [5,8].

3.3. Influence of aesthetic concept on subway sign design

Inner Mongolia ethnic traditional graphics and modern logo design concept fusion. Modern logo design is an art but also a practical technology, an excellent symbol reflecting cultural deposits, all the time need to carry the local culture design language [6]. On the one hand, the theme of the design conveys the concept of harmony between man and nature through ethnic graphics, and on the other hand, the design methods and forms emphasize the concept of green design.

Aesthetic concept is influenced by humanities, social environment, regional characteristics and characteristics of the times [12]. The Hohhot subway logo has both national characteristics and a modern sense, which conforms to the modern aesthetic trend of preserving the respect for traditional culture and yearning for modernist design [7]. The smooth lines are comfortable and beautiful, with national characteristics, is the embodiment of culture, is the existence of the spirit, has a strong sense of cohesion and resonance, it is rooted in the traditional national culture, and naturally stimulates and reflects the national local visual culture [9]. If the Hohhot subway design only sticks to the inheritance of traditional art, it will lose the vitality and forward-looking of the design. Therefore, the designer correctly understands and refines the traditional national art into elements that can have the characteristics of the times, and then integrates them to make the design. The design is more full of vitality and a sense of the times [10]. The designer has considered it comprehensively, so that the logo is in a traditional national style but not out of the ordinary, and the modern design is not exaggerated.

4. Results and Discussion

The logo form of a city and a public space environment forms a specific taste of the city and space environment. The design of subway logo carries information from various aspects of social economy and culture [10]. The subway sign system goes into the environment and forms a specific symbolic language. The regional characteristics of Inner Mongolia meet the spiritual needs of the audience and create the cultural atmosphere of the capital city. The resonance and connection between the audience and the logo is an important medium to promote the harmonious development between people and society, emotion and culture.

An excellent urban subway logo design works, in addition to its own public transportation information transmission and recognition functions, will skillfully integrate the city's unique historical value and humanistic landscape, is the unity of unity and diversity. With the gradual improvement of urban infrastructure and the expansion of urban communication, urbanization will become a common development trend of all countries in the world. It is self-evident that it is important to highlight the social public characteristics of subway and deal with the relationship between the unity and diversity of subway signs in various cities [11]. In the long run, it is of great practical significance for the sustainable development of the domestic rail transit industry to highlight the public welfare characteristics of the subway, standardize the image of the subway in domestic cities, and gradually establish and improve the brand image and public service concept of the subway.

The subway logo design carries the information of all aspects of social economy and urban culture. The subway identification system enters the environment and forms a specific symbolic language. Through its unique modeling characteristics and aesthetic value, the Hohhot subway can well meet the spiritual needs of the audience and create a cultural atmosphere of the capital city. The subway signs play an indicative role, but also export the national culture, the resonance and connection between the audience and the signs, and also promote the harmonious development between people and society, emotion and culture [12].

A city contains the content of the humanities, history, architecture, natural landscape, urban environment, and other aspects, this paper, taking Hohhot metro logo design project, blend in Inner Mongolia traditional graphic design, through its unique shape features and aesthetic value, and put forward the model and the feasibility of the design art expression method. The designer advocates drawing on traditional cultural elements to create a design vane with Chinese national characteristics, so that Hohhot can successfully show the local city's regional culture and subway industry attributes, and express the psychological will of the people in Hohhot for a better and happier life.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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