

Application of art design in rural landscape environment under rural revitalization strategy

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Abstract: Under the current strategic background of rural revitalization, how to promote the development of rural economy has become the responsibility of every rural government staff. For most villages, developing tourism is an effective measure to help them carry out rapid economic development. For most villages that do not have the advantage of good natural scenery, the creation of relevant landscape environment is the key to help them attract tourists. Based on this, how to effectively apply art design in the creation of rural landscape environment and realize the economic development of rural tourism has become the main task of most villages at present, and it is also the relevant content that teachers of art design can introduce in the teaching of relevant courses.

Key words: Rural revitalization; Art design; Rural landscape environment; tourism

At present, the direction of implementing the rural revitalization strategy is to strengthen agriculture, beautify the countryside and enrich farmers. Only in this way can the rural revitalization strategy be truly realized and more rural people develop towards a happy life. The two goals of beautifying the countryside and getting rich farmers complement each other. Related rural landscape environment construction can help rural people beautify the environment and optimize the scenery, which can promote the development of rural tourism, and then develop the local rural economy and expand the path of income generation of local people, which is a direction of getting rich for many agriculture-based villages. In order to achieve the goal of beautifying the countryside and enriching farmers, it is necessary to apply effective art design in the creation of rural landscape environment, effectively integrate the artistic resources in the countryside, and strengthen the effect of rural landscape creation with the carrier of artistic development and inheritance. Therefore, how to effectively apply art design in the creation of rural landscape environment has become the main task of the current rural revitalization, and it is also the teaching goal of some teachers in colleges and universities to carry out art design courses.

1. Strengthen the investigation of rural conditions and improve the overall landscape planning

In view of the problem that many rural planners do not have an effective understanding of the actual rural cultural customs, topography and geology when creating landscape environment, they directly copy some successful planning cases from other areas to carry out planning. Rural government departments should strengthen the investigation of rural conditions, so as to improve the overall planning of rural landscape environment, so as to create a landscape environment that conforms to the actual conditions and customs of rural areas, so as to attract more tourists, promote the development of rural tourism, and further promote the realization of the strategic goal of rural revitalization.

In order to effectively realize the rural situation investigation and landscape environment design planning, rural government staff should carry out two steps. The first step is to carry out the actual situation investigation. It is necessary to investigate the local land that can be requisitioned first to clarify the overall planning step by step. Only in this way can the landscape environment be further created and some fragmented places be effectively connected in series to form the characteristic rural landscape. After the completion of the survey of the requisible land, it is necessary to investigate the customs and culture of the village as well as the special scenic spots, which are the information that needs to be understood when the landscape environment is created. After obtaining the information, the relevant staff need to combine the information to design the theme of landscape environment, and plan and create the landscape environment with the theme related to local rural culture and customs, so as to create a more distinctive rural landscape environment, which will be helpful for the establishment of the rural brand and the attraction of tourists. After the completion of the actual situation investigation, relevant staff need to come to the second step, to improve the construction of infrastructure. The direction and main body of landscape environment design have been roughly determined, and staff need to carry out the construction of relevant infrastructure in accordance with the planning and design. The construction of these infrastructure is mainly to cope with a large number of tourists, to give tourists better viewing and tourism experience, so as to obtain more tourists' goodwill, lay the foundation for future tourism development. These infrastructures are mainly based on public toilets, rest facilities and shared facilities, including shared charging banks, shared tour tools and so on. Therefore, the artistic design of the rural landscape environment through these two steps can not only ensure the rural regional characteristics, but also create a more high-quality landscape environment, so as to attract more tourists to come to realize the development of rural economy and make basic preparations for the realization of the strategic goal of rural revitalization.

2. Strengthen environmental protection publicity and cultivate rural environmental protection awareness

In view of the problem that many villagers destroy the rural landscape environment inadvertently or for various reasons in their daily life, the staff of relevant government departments need to strengthen the publicity of environmental protection to cultivate the environmental protection awareness of villagers, so that they can pay attention to the protection of the landscape environment in their daily life and prevent

the destruction of relevant artistic design works. Which will affect the development of local tourism economy. And want to strengthen the publicity, the staff of the relevant departments need to start from two aspects, respectively, is to expand the publicity channels and enhance the publicity effect.

The first is to expand the publicity channels, simply through the rural radio station and some announcements show, it is difficult to let the villagers have a correct understanding of the protection of the rural landscape environment, and the content of the broadcast and announcement are mainly text narration, it is difficult to cause the identification of the villagers. In view of this, government workers should take new media channels as the main propaganda channels, and combine the software most commonly used by villagers to obtain information as propaganda channels to publicize, which can often obtain better publicity effects. For example, the staff can use the Kuaishou platform, which is popular among the villagers, as the main propaganda channel, and combine the relevant rural landscape environment design projects as publicity materials, so that the villagers can be more intuitively aware of the impact of these landscape environments on the future development of their villages, so that they can have the corresponding environmental protection awareness. They can carry out environmental protection consciously and independently, so as to promote the better application of art design in rural landscape environment design. Secondly, the promotion of publicity effect, which requires staff to effectively adjust the content and form of publicity. First of all, the publicity content, not only to protect the landscape environment as the core, but also to add some villagers are more interested in the elements, such as some villagers' daily life and so on, so as to attract villagers to watch, so as to enhance the publicity effect. In addition, the relevant propagandists should also actively encourage the villagers to participate in the environmental protection publicity, so that they can enrich the publicity content by shooting and uploading the protection video independently, and make them have a better understanding of how to protect the environment. Based on this, finding the right way to carry out environmental protection publicity is an effective measure to cultivate villagers' awareness of environmental protection, and it is also one of the effective ways to establish the application of art design in the creation of rural landscape environment, which is conducive to the realization of the strategic goal of rural revitalization.

3. Pay attention to the cultivation of relevant talents, and improve the recruitment mechanism of foreign talents

At present, there is a lack of professional art design talents in many rural areas, which makes it difficult to effectively carry out the creation of rural landscape environment. The local government should solve the problem from two aspects. On the one hand, it should strengthen the training of local art and design professionals, especially for some vocational colleges and universities with art and design resources, to help them better train art and design professionals, so as to provide excellent talents for local rural landscape and environment design, and do a good job in guaranteeing talents. At the same time, it can also solve the problem of employment of talents and promote the development of local economy. On the other hand, the local government should improve the relevant recruitment mechanism for foreign talents and design reasonable recruitment conditions to attract more art and design professionals to come to the local area to design the landscape environment for the countryside, so as to ultimately create beautiful villages and realize the strategic goal of rural revitalization.

The first is the cultivation of local art and design professionals, which requires government departments as the leadership, the establishment of a three-in-one cooperation system between schools, enterprises and the government, through the full cooperation of the three parties to cultivate excellent art and design professionals. The role of government departments in the cooperation mechanism is to provide corresponding policy guarantees for the cultivation of art and design professionals in colleges and universities, such as providing employment subsidies, carrying out full-time training, etc., so that more college art and design students can gain better growth in the study and realize the growth of their professional ability. The role of enterprises in the cooperation mechanism is to provide corresponding teaching resources for colleges and universities, including professional equipment, practice places, professional information and funds, so that colleges and universities can carry out talent training without worries. The role of colleges and universities is to integrate all the teaching resources that can be integrated, so as to create relevant professional courses that meet the needs of students and their professional growth, and finally cultivate art and design professionals that meet the needs, so as to provide excellent talents for local rural landscape environment design and promote the realization of the strategic goal of local rural revitalization. Secondly, for the recruitment mechanism of foreign talents, the local government should design the relevant talent landing policy and talent introduction mechanism, and provide rich talent allowance and corresponding post establishment for some excellent art and design professionals, so that more art and design professionals can be attracted to these areas. So as to contribute their own strength to the local rural landscape and environment design. It can be seen that through the training of local professionals and the introduction of foreign talents, an excellent team of art and design professionals can be built, so as to provide basic guarantee for the development of local rural landscape and environment design and help the development of local rural tourism economy.

4. Combine the characteristics of rural environment, complete the creation of characteristic landscape environment

The application of art design in rural landscape environment design must be combined with local characteristics to create a distinctive landscape. Therefore, when the relevant art design professionals create the rural landscape environment, they need to combine the characteristics of the rural environment to create the landscape environment, so as to ensure that the landscape environment can be unique, so as to attract more tourists to come and enjoy, and ultimately achieve the purpose of improving the rural economic development.

Relevant art and design professionals in the rural landscape environment design, the first thing to do is to preserve the rural

environment art, including lush crops, natural scenery and so on are the characteristics of rural areas, which is also one of the rural scenery, very suitable for application in the overall rural landscape environment creation. And on this basis to carry out the expansion of related cultural content and the addition of facilities, such as art painting, characteristic architecture, etc., so as to further enhance the connotation of rural environmental art, so that it has a better ornamental value. Secondly, art and design professionals should reasonably develop the local ecological environment, and form a natural ecological landscape completely different from the urban landscape environment by building a natural ecological chain, which is also one of the effective measures to attract tourists and help the countryside to form its own unique culture. Finally, designers should take the construction of beautiful countryside as the goal to dig out the bright spot of each village itself, or excellent natural scenery, or unique customs and culture, or good customs and customs, etc. As long as they find the bright spot and make use of the design, they can build a beautiful countryside and build a rural landscape environment to attract tourists. Finally, give play to the role of art and design, realize the strategic goal of rural revitalization, and help more rural people embark on the road to prosperity.

All in all, the application of art design in the creation of rural landscape environment helps the countryside to form a unique landscape environment, which plays a good role in the development of rural tourism economy, so as to achieve the strategic goal of rural revitalization. To achieve this goal, it is also necessary to start from the problems encountered in the creation of rural landscape environment by art design. By formulating targeted strategies, we can give full play to the role of art design and build a beautiful countryside in the new era.

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