

Application Value of Visual Elements in Landscape Design and Construction

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ABSTRACT

Gardens are an important part of modern cities, and their design and use meet the needs of people's hearts. At the same time, in people's daily life, the visual elements of garden landscape are becoming more and more prominent. Whether it is to give full play to the ecological environment function of the garden or to make full use of the visual art function expressed by itself, its role in the garden cannot be ignored. On this basis, this article focuses on how to effectively use visual elements in landscape architecture, hoping to bring some useful references to relevant workers.

Keywords: *Visual elements, Landscaping, Design and construction, Application value.*

1. INTRODUCTION

At present, in the design and construction of garden landscape, including visual communication art, architectural art, public environment art, and landscape garden art, visual communication art is a big part. In the design and construction of the building, it is necessary to ensure the full play of its functionality, but also to have a certain visual impact and aesthetic effect. In garden planning, attention should be paid to the rational use of visual elements in garden planning to achieve the purpose of garden design. On this basis, this paper focuses on how to effectively use visual elements in landscape architecture, hoping to bring some useful references to relevant workers [1].

2. CONNOTATION OF LANDSCAPE DESIGN

When designing garden landscapes, many disciplines are involved. It takes traditional design ideas as the primary guiding ideology integrating modern garden art and architectural technology to create a comfortable and livable life for urban residents. Environment fully reflects the designer's respect for the people and the aesthetic taste of the times. Among these factors, residential buildings, landforms, plants, etc., are the main factors that affect the landscape effect.

People use their eyes to observe and perceive things around them, thus producing conditioned reflexes and a psychological reaction. In the traditional garden landscape design concept, more attention is paid to the functions of the garden landscape, but in the design, people's aesthetics and life needs are not fully paid attention to, which has led to the design ideas and designs of many urban garden landscapes. People's income has increased, and their spiritual requirements have also increased, and they have spent more thought and money in pursuit of a better life. It is in such a general environment that there is a demand for new landscape architecture.

When designing, designers should give full consideration to the composition of visual elements and make appropriate adjustments to achieve the best combination of various elements, so as to create a good ecological and livable environment for people. Living atmosphere and living environment can not only fully satisfy people's living needs, but also improve people's happiness.

3. THE IMPORTANCE OF VISUAL ELEMENTS IN LANDSCAPE DESIGN

Visual elements are integral to landscape design, and their importance cannot be overstated. A well-designed landscape must be visually pleasing and

functional, meeting the users' needs while harmonizing with the surrounding environment. The visual elements utilized in landscape design include color, texture, form, and scale, which can create compelling and dynamic visual experiences. The successful integration of these elements can significantly impact space and environment, ultimately enhancing the quality of life in the area.

3.1 The Importance of Color Elements in Landscape Design

In the work of visual communication, color elements are the most direct visual elements, and the combination of color elements can produce a relatively strong impact. Different colors give people different feelings. There are two types of color elements, cool and warm. Contrasting elements with warm and cold colors can produce a strong visual impact. In the process of using color, in addition to the contrast between warm and cold tones, the contrast between light and dark colors is also a very critical way of expression. In garden landscape design, color elements can be matched according to the design theme of the garden landscape, so as to give people the influence of different warm and cold tones and the feeling of matching light and dark, and improve the appreciation of the garden landscape.

3.2 The Importance of Graphic Elements in Landscape Design

In landscape architecture, in addition to color factors, graphic factors play a pivotal role in landscape architecture. The image itself contains more visual information. When we appreciate the landscape architecture, we need to draw the image information it conveys from the landscape architecture, and analyze the aesthetic meaning contained in the color elements carried by the landscape based on the image information. The pattern element is the carrier of the color element, and the color element must also be based on the pattern, so that it can be more specific and convey richer artistic information to people. Although the color element can bring people the most intuitive visual impact, the rich meaning it contains must be connected with the pattern element to study it.

3.3 The Importance of Brand Elements in Landscape Design

Each landscape is located in a different region and reflects a different folk culture. Therefore,

these differences must also be reflected in the design of the landscape to understand the local folk culture. Incorporating brand elements already recognized by the public, such as folk customs and culture, into the landscape design will also increase its popularity. There are the unique national characteristics of traditional architecture and the difference between traditional and modern architecture. Because different design styles have special audience groups, elements of various brands will produce other visual impacts; therefore, before starting the landscape design work, designers must figure out the design style. Only after clearly understanding the brand elements can the design work be carried out to achieve twice the result with half the effort.

3.4 The Importance of Information Elements in Landscape Design

The creation of garden landscape must have a main theme, which is a comprehensive reflection of the landscape art and cultural value. This theme can be the owner's demand, or the architect's own creation. Only after the theme is determined can the next creation be carried out. The creation of garden landscape must firmly grasp this theme, and express its theme in the form of visual elements, which is the information element of garden landscape creation. Compared with colors and graphics, these information elements are not so specific and intuitive, but they can be captured by human eyes. This is a comprehensive feeling that the visual elements of garden landscape bring to human beings, and it also determines the quality of these visual elements. Therefore, in landscape design, information elements become the core of the entire design process, therefore, designers must firmly grasp every step of landscape design, so that these information elements can be included in the final landscape design[2].

4. APPLICATION OF VISUAL ELEMENTS IN LANDSCAPE DESIGN AND CONSTRUCTION

The use of visual elements in landscape design and construction underscores the importance of visual design in creating beautiful and functional landscapes that meet the needs of the user while integrating with the surrounding environment. Creating a visually appealing space enhances the quality of life of those who use it, while also promoting ecological sustainability.

4.1 Application of Point

"Point" is the most basic of all shapes, and also the most important. There are many ways to express "point": one is the linear shape of "point", such as planting trees around the square or on both sides of the road, setting rocks, etc., which can not only separate people and cars, but also increase the space. The second is the "surface" of the "point", that is, in the garden landscape, the same landscaping elements, through different density arrangements, can cause different changes in light and shadow, thereby enriching the layering of the landscape; third, The homogeneity of the constituent "points" is used as a visual focus and a traffic node in landscaping to achieve the purpose of highlighting the visual "points" and giving people a rest and rest.

4.2 The Use of Lines

From a design point of view, lines are generally arranged in the same direction. The element of line is widely used in the borders, passages and other areas of the garden. Using this element, the landscape and style of the garden can be varied. Sex plays a good role in promoting; however, special attention should be paid to the styling. Using line types such as straight and curved can make the tension of the landscape more prominent. From a visual point of view, lines can make people feel strong and bold, while curves can make people feel an elegant and soft aesthetic feeling. Therefore, in the design of garden landscapes, lines are often used in railings, street lamps, etc. In the design of garden landscape, you can use thick line collocation, virtual and real treatment, line contrast, dynamic lines, etc. to make the garden landscape more three-dimensional.

4.3 Application of Surfaces

Using the surface as a visual element in landscape design, on the one hand, can promote the improvement of the visual level of the landscape; on the other hand, it can also raise its visual effect to the level of three-dimensional space. The processing of this optical element is carefully designed using interception, contrast, parallelism, etc., and the combination of color and geometric figures is used to promote the use of the surface and reflect the changes more deeply to combine with the surrounding natural environment, and the large-scale structural design combining point, line, and

surface can enhance the effect of landscape design. [3].

4.4 Application of Form

Form is a generalized state of motion of things in three-dimensional space. It is a form formed by different faces moving in different directions. In landscape design, devices, buildings, sculptures, rockery and other elements are the most important forms of expression. They can not only effectively change the singularity of landscape design, but also enable the landscape to bring people a better visual experience, but also become the focus when people watch [4].

4.5 The Use of Color and Texture

Color can produce psychological effects such as distance, weight, warmth, and space when applied in the garden landscape as a critical factor in visual elements. Like in modeling design, color in garden landscape architecture cannot be used or matched at will. It is necessary to grasp the psychological effects of color on people and follow the principles of harmony, contrast, and unity so that landscape architecture can become more coordinated and visually beautiful. In addition, color is an essential and unique element among all visual elements. Even if people do not study from the perspective of the landscape, they can also find that in their daily life, the standard color has a strong visual effect and is an indispensable one. In the creation of landscape architecture, through the rendering of the scenery, the landscape architecture can show a sense of movement, warmth, and distance, which is an essential factor in the creation of landscape architecture.

For example, warm colors like orange, yellow, and red can make people feel warm; while cool colors like blue, white, and lavender can make people feel alienated. Designers should take into account that the two colors of purple and green are neutral colors when compared, so when compared, they will not cause people's visual boredom, but when compared, it is easy to cause people's disgust. In landscaping, in addition to conforming to the characteristics of landscaping, it is also necessary to take into account the comfort of landscaping.

4.6 Space Application

Among the visual elements, the most intuitive application is the construction of space. In garden landscapes, the spatial structure of plants is often

the first thing that catches the eye, which includes not only the most basic three-dimensional structure, but also two-dimensional structure and graphic structure. In landscape design, usually, in the process of planting plants, the growth changes of plants, the combination of shape and space, etc., create a unique and distinctive visual feeling and space atmosphere. . The design of the spatial structure of the garden landscape is based on people's psychological experience and visual experience. For example, when designing the garden landscape, the use of high and low steps, water surfaces, waterfalls, etc. The combination of solid and solid can not only give people a strong visual experience, but also make people feel relaxed [5].

5. CONCLUSION

In short, in China, garden landscape is an indispensable part in the process of urbanization. In the construction and design of the garden landscape, the visual elements should be fully combined, and various methods can be used to improve the level and visual experience of the garden landscape, and create a comfortable garden landscape, thereby improving people's sense of happiness.

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