

A Comparative Study of Thematic Content of Subway Cars in the Two Places

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Abstract

The subway is an indispensable part of today's society, and its role is very important. In the process of the rapid development of the urban economy, on the basis that the design of the subway is to meet the current practical needs of the new economic development in the new era, the themes of the subway cars are increasingly diversified, and the themes also show diversity. According to the real feelings in real life and the research on relevant materials, the author has done a more in-depth study on the theme of Guangzhou subway cars and compared the theme of Tokyo subway cars in Japan, and made a comparative analysis of the characteristics of the two. Think about the cultural propaganda of the city, and put forward related issues such as the cultural propaganda of the city.

Keywords

Car Theme Culture; Guangzhou; Tokyo.

1. Overview of Themed Cultural Publicity on the Subway in the Two Places

The subway is a postcard of a city and a symbol that people are closely connected with the city every day. In the design of subway cars, the publicity of inserting advertisements is indispensable. Outdoor advertisements originated from the various signage forms that humans have used since barter to trade slaves. In the frescoes of ancient Rome, the description of the original product could not be expressed in words, but with the popularization of words, people began to accept the expression of words. With the development of the times, the form of visual communication design gradually changed, and the commercialized market economy. There are new requirements for the expression of traditional culture, in order to meet the requirements of the times and the needs of the international situation. [1] The subway allows people to know the culture of the city and feel the atmosphere of the city. Visual communication design refers to the visual design that affects the living space in people's daily life. It not only affects people's aesthetics, but also plays a guiding and helpful role in people's daily life and work. It can represent the color of the city can represent the visualization of urban culture. In today's modern society, which is gradually entering the era of reading pictures, whether it is posters, electronic advertisements, book bindings or packaging design, all of them focus on the visualization of information content to highlight their characteristics.

1.1. An Overview of the Development of Guangzhou Subway Theme Culture Propaganda

In China, the visual communication design is more of adding Chinese local traditional elements to express the characteristics of Chinese local culture. However, due to the large territory of China, the cultural atmosphere of each city is different, and the subway of each city is its own city. For example, the love train in Hangzhou is based on the three classic love stories of

Cowherd and Weaver Girl, Xu Xian Bai Niangzi and Liang Zhu. Guangzhou's Maritime Silk Road Special Train and Nanjing's Youth Olympics-themed carriage.[2]For example, Qingdao, Shandong, a famous coastal city in China, most of its urban cultural features are related to the golden coast and the blue sea. Therefore, in the color design of the interior space of the Qingdao subway, the designers use a lot of blue and beach colors that represent the bright ocean colors. [3]Let's take Guangzhou as an example. Guangzhou is a city characterized by rapid economic development. Both the pace of life and the pace of work are relatively fast. Accordingly, its commercial development and visual communication design are closely related. The theme of Guangzhou Metro The carriage is an example, and more carriages are designed in a business model. The closed space of the subway car is decorated with pictures and texts, and a scene representing a certain theme atmosphere is formed, so that passengers can enjoy the physical and mental and visual enjoyment through the visual sensory experience, and the emotional resonance caused by this may be the advertising effect.[4]



Figure 1. Guangzhou-themed carriage
(Source: Web picture)

The city of Guangzhou is characterized by rapid economic development. Both the pace of life and the pace of work are relatively fast. Correspondingly, its commercial development and visual communication design are closely related. Taking Guangzhou Metro themed carriages as an example, more Design the carriage in a business model. The themes commonly used in Guangzhou carriage design are more inclined to game characters, life aesthetics, etc. For example, 2015 is the 18th anniversary of the opening and operation of the Guangzhou Metro, and also the 60th anniversary of the birth of the Miffy cartoon image from the Netherlands. Miffy was born in 1955 and is one of the most famous picture book writers in the world. Dutch painter Dick Bruner Creation of classic animation characters. Miffy's portrait style is consistent, easy to remember, simple and friendly, and is deeply loved by children all over the world. Guangzhou Metro Line 6 has launched the Miffy cultural train. This is the world's first Miffy subway train, which will shuttle between Guangzhou and Foshan during the "Lingnan Tiandi × Miffy 60th Anniversary Exhibition".

According to the different colors of Miffy's clothes, the special train cars are arranged in four colors of blue, green, orange and yellow, and flowers and plants "grow" on the floor, making

passengers feel like they are in a fairy tale. These four different compartments are themed "I am Miffy", "Miffy loves friends", "Miffy loves sports" and "Miffy loves travel", and introduced Miffy's cartoon image and related scenes. Miffy's history, background and story. "Miffy Loves Travel" is based on the Miffy 60th Anniversary Exhibition, and promotes Lingnan culture based on the Lingnan cultural elements characteristic of Foshan, such as Lingnan Wok-ear Wall, Southern Lion Dance, Wing Chun Boxing, etc.



Figure 2. Guangzhou-themed carriages
(Source: Web picture)

1.2. An Overview of the Development of Tokyo Subway Theme Cultural Publicity

In Japan, the Japanese have a strong sensitivity to color, reject gaudy, and advocate natural and soft secondary colors. This simple color awareness has had a direct impact on Japanese design. People's perception of color is common, and it is very important to be able to grasp the changes of color psychology keenly and accurately for cultivating design ability. [5] In the case of Japanese subway-themed carriages, it is not difficult to see that advertising information related to the animation industry often appears in Japanese subways. At the same time, in Japanese subways, we can find that the design of the carriages is all simple and simple colors.

Animation characters are the core of animation industry and the foundation of animation derivative product design. At present, the profit of animation derivative products market is as high as 80% in European and American countries, which is the second largest pillar industry after tourism. [6] In the case of the Japanese subway-themed carriages, the transportation style with the characteristics of animation characters is unique, which is deeply loved by tourists, and is also a good means of publicity for the animation industry. It is not difficult for us to see that information related to the animation industry often appears in Japanese subways, such as the current trend of animation IP characters such as the classic animation character Kumamon. Lines summarize shapes and express in the purest colors are the characteristics of Japanese design. In the current Tokyo subway cars, "anime + AR" and "anime + 3D" technologies have become popular visual communication display methods.



Figure 3. Color application of Japanese-themed carriages
(Source: Web picture)



Figure 4. Japanese themed carriages
(Source: Web picture)

2. Summary and Analysis of the Survey on Theme Colors of Carriages in the Two Places

2.1. Summary of Survey Data

Mr. Fu Jianhao, a Chinese designer and professional researcher in aesthetics, put forward the optimal proportion of modern color design and application in 12 papers in 2016 through his research on the practical application of modern aesthetic color and design, which is 70%, 25%, and 5%. 70% is the base color for a large area, 25% is the main color and 5% is the accent color. The most obvious role of the main color and the accent color is to bring out the accent color and the main color. In addition to the base color, main color and accent color, modern subways often choose complementary colors in the color design of the interior space of the carriage. Complementary colors are often used between primary and accent colors to create a special visual balance. [3] Regarding the design and use experience of the carriages in the two places, we conducted a survey and analysis of the crowd data. In the survey data on the color preference of the carriages shown in the figure below, we have a certain data visualization display. As shown in the figure, it is not difficult to find that blue is a color that is highly acceptable to the masses. In the visual communication design of many carriages in Guangzhou Metro, there are also many visual communication scheme designs with blue as the theme color.

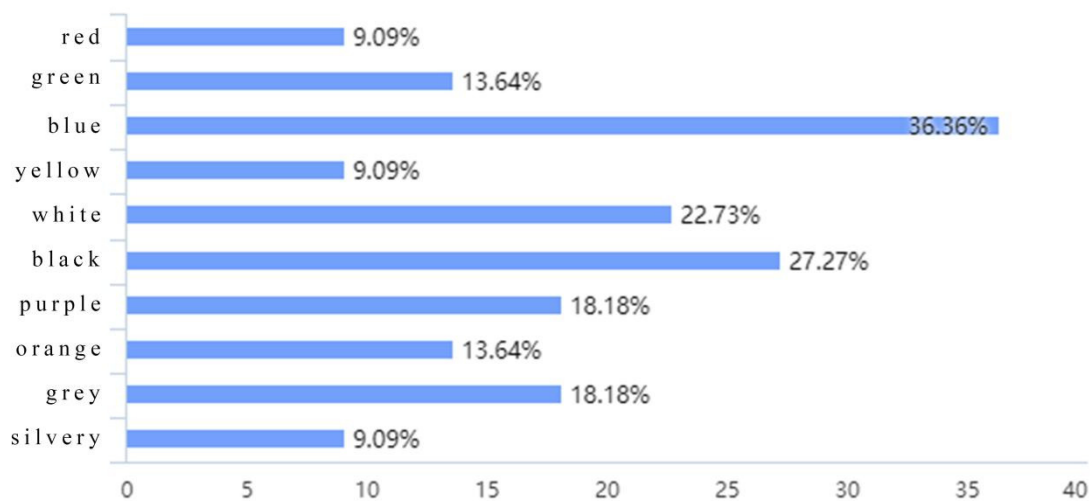


Figure 5. Survey on the color acceptance of the crowd
(Source: Author's own drawing)

2.2. Survey Data Analysis

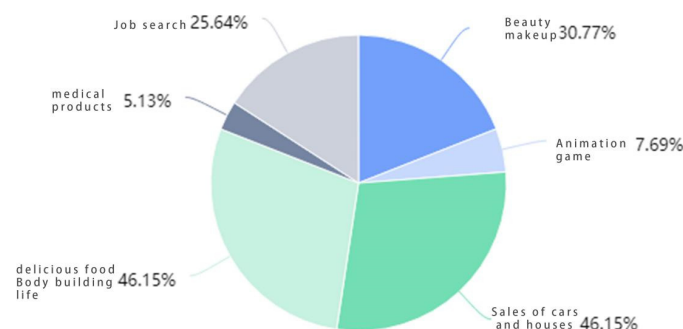


Figure 6. Survey on the acceptance of crowd content impressions
(Source: Author's own drawing)

Among the advertisements in the carriages, in the carriages of the two places, the advertisements about daily life, food, sports and fitness and the sale of the garage are the most memorable. On the other hand, there is very little information on pharmaceuticals. In the future subway cars, 66.67% of the crowd would like to see advertisements related to the visual communication design of the lifestyle and food movement, and less than 8% of the crowd would like to see the relevant information about buying a car and buying a house.

3. Comparison of Cultural Publicity of Subway Themed Carriages between the Two Places

3.1. Comparing the Culture of Subway Themed Carriages between the Two Places

The reason for the comparison of subway cars between China and Japan is that the city is both a landscape, an economy, and a population aggregation. Cultural soft power is one of the connotations of a civilized city. Urban cultural soft power is a core competitiveness, and the improvement of urban cultural soft power can promote the coordinated development of cities. China and Japan are relatively influential countries in Asia, and their cultural and economic development will have a certain role in promoting Asian culture. At the same time, since the Silk Road in history, the cultures of China and Japan have influenced each other. In particular, Japanese culture has absorbed a certain amount of local Chinese culture, and then combined its own local culture to innovate, comparing the design of subway cars in the two places. , to analyze the similarities and differences between the two places, and to further understand the cultural atmosphere of the two places. China and Japan are separated by a strip of water and live next to each other. They have similarities in cultural exchanges and other aspects. It is also extremely beneficial for us to develop our own design by exploring the uniqueness of Japan's simple color consciousness. [5]

3.2. The Similarities and Differences between the Themed Carriages of the Two Subways

Blue is a color that is highly acceptable to the masses. Many visual communication designs of subway cars are designed with blue as the theme color. In a room with a small space, the color with a sense of retreat makes the wall appear far away, giving the living room an open feeling, and making the space expand visually. Cool colors such as blues will give the room a sense of spaciousness, and in terms of visual effects, the walls will have a sense of retreat. Therefore, in the general car design, blue is the more popular color, whether from the acceptable point of view of the masses or the theme color. In the survey on the use of the theme car design crowd, 61.5% of the people are more accepting of the use of gray in the car, however, in the actual design of the two places, the color chosen for the design of the car is more inclined to gray. From a functional point of view, the design of subway cars in China and Japan has a sense of orientation. From the perspective of nationality, the design of the carriages in the two places reflects the local local humanistic feelings.

At different points, the Japanese carriage design will have a certain function of barrier-free design. The Chinese carriage design is more commercial. From an artistic point of view, the Japanese carriage design is more shared and simplified, with simple colors and content. to express rich content. In China's carriage design, China's subway carriage design pays more attention to practicality, with the main purpose of conveying business information and cultural soft power dissemination, and taking the national tide culture as the current development trend of future carriage design. Although China is still a developing country, China has won its place in the world in just a few decades, and its strength cannot be ignored. From the perspective of a developing country, its economic development is the most important task at the moment. In

the current situation in this country, it is not difficult to see that the main theme of commercial advertisements is more on the subway car. China's subway cars are more inclined to the design of the theme of commercial culture, so as to achieve the purpose of enhancing national cultural cohesion and improving national self-confidence. Taking Guangzhou as an example, we can feel more of its commerciality and humanistic feelings, and bring the local cultural elements of Guangzhou into the design of the car, so that the car has a temperature and the design of the car has a constant temperature. As Chinese culture has a history of 5,000 years and its cultural heritage is profound, the research results show that both national cultural self-confidence and fashion cultural inclination have a positive impact on consumer identity.[8]

4. Epilogue

4.1. Reflections on the Theme Culture of the Carriages of the Two Places in the Future

As the most important large-scale public facility in a modern city, the subway directly affects the cultural appearance of the city. Integrate into one and resonate with the residents on a cultural and spiritual level. [2] We take the subway every day and feel the breath, economy, humanities and life of this city from the subway cars. It is also very beneficial for us to develop our own design to explore and analyze the humanistic feelings, nationality and other connotative cultures of the theme content of subway cars in China and Japan. The visual communication contrast design of subway cars can reflect the economic development level of the city's society, the focus of current consumer groups, the city's aesthetic level and other social issues, so that we can better understand the development of visual communication design in the three places. Condition.

From a functional point of view, the design of subway cars in China and Japan has a sense of orientation. As an economically developed country, Japan is more experienced in its oriented design. From the perspective of nationality, as two places in Southeast Asia, the design of its carriages reflects the cohesion of the nation in terms of nationality. For example, the use of big red elements in the design of Chinese carriages, red is the color of the cohesion of the Chinese nation, and on important festivals, red elements appear inside the carriages. White elements. From the perspective of humanistic feelings, the three places have a certain cultural and historical background. During the time period of important festivals, the design of the carriages in the three places will take the important festivals of various countries as the design theme. At the same time, based on the conclusions drawn in the previous chapter, among the many colors, blue is the color that is more acceptable to the people in the three places, and blue is the color that is most acceptable to the current population.

4.2. The Nationality, Innovation and Humanistic Feelings of Cultural Publicity and Education in the Theme Carriages of the Two Places in the Future

Up to now, the subway has played an important role in the dissemination of cultural information in our lives for nearly a hundred years. In the future, combined with the development of the three places, the nationality, innovation and practicality of the carriage design in the two places will be stronger. Subway cars, as a medium to draw passengers' attention to the brand or culture reflected in the theme. [4] Transform the brand culture into the corresponding theme and then integrate it into the scene design of the subway car. [2] The design of subway cars plays an important role in transmission. As a researcher, we should pay more attention to the nationality, innovation and practicality of the carriage.

Visual communication is accomplished through two or more visual communication designs. Traditional visual communication design is just a very static form. However, with the continuous development of society and the emergence of more and more high-tech, visual

communication design has gradually become a dynamic form, which will more vividly express the soul of design. [6] It is undeniable that the historical mission of subway car innovation is not only in art itself, but also in urban design and humanistic care. Through a simple innovation, the subway will be warmer and the commuters will be relieved from fatigue. Desperate people see hope. This is the fundamental direction of innovation. This is the direction and feeling of innovation in the subway car scene. From the perspective of a developing country, its economic development is the most important task at the moment. In the current situation in this country, it is not difficult to see that the theme of commercial advertisements is more the main theme in the carriage and subway. Because Chinese culture has a history of 5,000 years and its cultural heritage is profound, the research results show that both national cultural self-confidence and fashion cultural inclinations positively affect consumer identity. [8] Culture rejuvenates the country and prosperity, and the culture is strong and the nation is strong. Without a high degree of cultural self-confidence, there is no cultural prosperity.

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