Application Strategy of Visual Design of Sports Events in Spreading City Image

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Abstract: Sports events, to a certain extent, show the city's ability to hold competitions and the level of art communication, while the visual design features of the events can intuitively display the city's image and characteristics. The focus of how the visual design of sports events spreads the characteristics or image of the city lies in whether the effect can meet the basic communication requirements and whether the design can add sufficient urban image elements. The function of communication needs to be emphasized at every link and step. Communication, to some extent, belongs to the soft power of the event, although it can't harvest all the effects and quality in the short term. However, the late trend and potential value are difficult to estimate. This paper uses the research method of literature and the logical deduction to carry on the qualitative analysis, and puts forward the coping strategies through three dimensions: First, fully grasp the main points of the city image communication; Second, the visual design of urban planning management; Third, the integrity of visual communication of city image in sports events.

Keywords: visual design, sports events, city image, communication, strategy

1. Introduction

In the historical process of the development of world cities, sports events are important measures to improve the city's cultural image. Relying on holding sports events, we will optimize the city's industrial structure, promote the city's economic development, form sports historical and cultural heritage, improve the city's infrastructure, improve the city's governance ability and cultural soft power, and improve the city's popularity and reputation.

Before starting a project or research topic, you should have a certain enthusiasm and believe that your project is worth discussing. Many problems and situations in society are necessary to discuss, but at the same time, it may be interpreted from other perspectives that natural effects should be relied on to form, but in fact, it needs to be emphasized that most of the natural marketing effects have been fully prepared by most designers. The reason why a professional visual design team for sports events is needed in the city image design is that professional design teams often have professional cultural beliefs. They believe that the work they and their teams are engaged in can bring rich returns to the society or the city, and when the returns will occur requires the continuous promotion and patience of relevant personnel[1]. Therefore, the reason emphasized in this part is that the image communication should have a long-term vision. Don't pay too much attention to the human capital and material resources spent on the current visual design, but form a detailed and scientific communication part design scheme under the reasonable allocation of resources, so that the design needs to draw on the opinions of professional masters in the field, or even hire professional talents to design, or it is necessary to summarize many design schemes into integration projects that can be selected by voting, and invite people from all walks of life and all ages to select and evaluate them. These activities and work need a certain amount of funds to support and a certain amount of human resources to coordinate. The input of resources is very important at these stages.

2. Analysis of the way of visual design of sports events

2.1 It is necessary to reflect the characteristics and elements of sports culture

On the one hand, the visual design of sports culture should reflect the sports spirit, on the other hand, it needs to form a unique display of urban charm. In the requirements of this design, it should be clear that sports culture should be the background and foundation in all visual designs. Only cultural elements

with sports spirit can be a visual expression that can add other elements. The visual expression of sports culture needs to be from consciousness analysis to inspiration collision to carrier realization and implementation[2]. At each stage, designers need to have a strong understanding of sports, such as what are the key events held in sports events or the overall event communication slogans. Taking the marathon as an example, what needs to be emphasized in the visual design is the significance of persistence and the competition of endurance contained in the marathon itself, which has not been abandoned in many cases when it is possible to give up, has been insisted in many cases when it is difficult to adhere, and has not escaped and retreated in many cruel moments of competition, under influence of the changeable weather and other uncontrollable factors, state and spirit of the mind, such as imbalance, are spiritual factors that should be included in visual design. Many people will emphasize the need to abandon the way of adding too many complex meanings in visual design, and regard this understanding and digestion of sports spirit as a manifestation of complex content[3]. However, the complexity and diversity of spirit is the development of human art and culture. Different people will have their own unique views on many things when they have their own spiritual beliefs and willpower, on this basis, there are constantly different stages of image expression, and the use of existing materials and technologies to show spiritual changes or always adhere to the content will become the reason for the immortality of many arts. Physical education has always been a part of culture that cannot be ignored. Whether it is to give people the role of exercising and enhancing their physical quality, or to strengthen the courage and fortitude of human beings and the quality of perseverance, it is the profound connotation and reason for the existence of physical education. Therefore, the visual design of sports culture inevitably always emphasizes the spiritual quality in sports culture, translate the characteristics of competitive events into symbols that can stimulate people's enthusiasm and enthusiasm for life, just as people will associate the charm of physical fitness when they see the famous Italian statue of David, and still put the charm of communication in the design goal in the image expression of symbols.

2.2 Deal with the relationship between city image and sports

Many times, cities are the result of administrative division, and people living in one region often need to break through the original administrative restrictions to form the possibility of cultural exchanges with people in other regions. Therefore, integration and exchange are often a good way to exist between cities, just as cities need to learn and exchange with each other, People in cities also need many reasons and reasonable ways to communicate and learn, including the collision and blending between cultures. Sports events are a rare opportunity in this kind of communication demand. The holding of the event naturally attracts relevant competition personnel, staff and spectators. In the process of communication and coordination, mutual influence of both cultures is inevitable. Besides the professional holding of sports events, there are a lot of cultural collisions. In addition to the solemn and invincible status of rules, the way of doing things and the language style of the staff are enough to be the image representative of a city. At this time, the visual design is required to integrate the characteristics and characteristics of a city. The purpose of integration is not to apply all the elements to the visual design, but to carefully select the visual design and shaping that can best represent the city image. For example, many cities in China have great differences and image differentiation points. It is worth adding to visual design no matter the differences under geographical location or comprehensive strength.

2.3 Comprehensively consider the opinions of the public

The holding of sports events can affect every local citizen. Because the event is very close to many local areas, it will attract a large number of citizens to watch the event, and many citizens will have the idea of supporting the city image in this process[4]. However, short-term language attention and image communication are not enough to make sports events play their due role in communication, the public opinion survey and collection should be started from the design of the visual communication part of the sports events. The image understanding of the city and the elements that the people want to spread to people in other countries or regions should not be taken for granted that all the city image communication work is carried out in a closed office, but should be exposed and enjoyed from the beginning, openness and shared enjoyment are the meaning and spirit of sports, while closeness is not the state that sports events should have. Another point that needs to be emphasized is that visual communication should combine artistic creativity with the pyrotechnic atmosphere of life. On the one hand, it needs visual communication to show the enthusiasm of local residents for life and the state and feeling of real existence in the world. On the other hand, it needs to be refined into simple and atmospheric design. Because it is impossible to put all elements on the communication image of visual communication, complex elements are not the original intention and purpose of visual communication design, so refining

into artistic expression is the main task of visual design of sports events. Under the node of balance between the two, it is necessary to fully gather the opinions and suggestions of the people, and to some extent, it can even take the way of folk production and voting on the platform. Of course, no matter what kind of design management method is adopted, the purpose is to increase the authenticity of fireworks and life in the design, so as to form a rich artistic foundation to enrich the artistic foundation of creation. Only on the premise of rich foundation can the image communication be recognized and produce excellent results.

3. The application of visual design of sports events in the dissemination of city image

3.1 Fully grasp the key points of city image communication

The visual design and communication of sports events mainly emphasize the overall image and details of a city, but no city exists perfectly in the world, and no city can express all its advantages through the visual communication of events[5]. Therefore, most of the image design is based on the multifaceted influence of the city, because it can't naturally present all the positive effects. Therefore, we should try our best to grasp the levels and ways that visual communication can reveal and hide as well as show. The impact of landmark sports events on the promotion of the city's image lies first in the construction of infrastructure. Undertaking relevant sports events requires promoting the construction of relevant infrastructure. As the basis for holding sports events, hardware venues can provide the necessary venues for sports events on the one hand, and the corresponding stadiums and gymnasiums will be retained after the successful holding of sports events as the venue for other events in the future or provide the hardware basis for tourism and exhibition. It shows that the stadium buildings of landmark sports events can be reused as the memory or symbol of the city after the sports events. Because of this, more attention needs to be paid to the infrastructure construction of landmark sports events. Due to the public characteristics of urban buildings, the infrastructure of urban buildings, on the one hand, undertakes the corresponding site functions, on the other hand, the infrastructure is also the carrier for people to perceive the city image. The image of a city is often divided based on the basic political, economic and cultural characteristics, while the holding of sports events can, to a certain extent, show the geographical information and natural environment characteristics of the city. For example, cities that can host skiing and skating often have basic temperature conditions, while cities that can host large-scale events such as the Olympic Games, the World Cup, the World Championships often have basic economic conditions. But in fact, the comparison of economic conditions is not absolute[6]. The reason for holding large-scale sports events is to develop local culture and economy on the premise of enhancing the city's popularity and communication effect. In addition, it should be made clear that enhancing the popularity of a city is a more reasonable way of thinking in the world. A city seen by the world may be mentioned and valued in later economic cooperation and exchanges. The cultural connotation will include the main symbols of the city and the cultural forms occupying a unique position. The cultural connotation of Beijing, for example, includes two parts: historical culture and modern culture. The long history and culture can be displayed through the opening and closing ceremonies of the event and other ways, while modern culture contains a lot of openness and tolerance, as well as positive spiritual significance and urban quality, at the same time, it should be noted that the reason for the formation of the modern culture system is the urban planning management and construction.

3.2 Visual design of urban planning management

In urban planning and management, there will be some materials, events, characters and even spirits that can produce symbolic meanings and spread symbols. The image communication of the American Men's Basketball Professional League, for example, will take more account of the characteristics of the city. Although most cities can be widely accepted in image formation, and many city images will also have complex changes due to other factors. However, the visual design of sports events can still reflect the urban planning, design and management to a large extent. In a sense, the external expression that a city can show is the best reflection of urban visual design, and also the most direct way to express and manage the city image. The size, appearance and impression of a city are always determined by the majority of the appearance impression, which is also the reason why there is a big difference between cities and cities. In the current urban development, the tourism department of the city is integrated into the Ministry of Culture and Tourism for unified management, the purpose is to see the direct and indirect impact of tourism image on culture in the city, and the characteristic tourist attractions can also show the main way of communication between local residents and foreign tourists in many times. The promotion

of the city image by landmark sports events is based on the perceived existence of the city. The first feeling people have about the city image is the city visual image. Compared with other perception methods, visual perception is intuitive and has the characteristics of meaning symbols. Studies have proved that when people talk about the city image, most of the first things that come to their minds are the city's landmark buildings, architectural colors, sign systems and other aspects. It can be seen that visual factors have an intuitive effect in the construction of the city image, which can be quickly conveyed to people's eyes and hearts and is also the focus of visual design, it is necessary to show the image of the city through the design of patterns and colors, while also being able to directly transmit information to the public as soon as possible, and sublimate the city spirit and cultural concepts to form visual communication works[7].

3.3 Integrity of visual communication of city image in sports events

Visual communication is not only a plane picture form, but also a three-dimensional space design that can integrate all connotations. The visual communication of urban image in sports events includes the design of mascots, trophies, medals and other designs, as well as the design of special prizes. Extensive visual design also includes the appearance design of stadiums and gymnasiums for large-scale events. Sports events are the main content and carrier of the construction of the city's cultural image. By improving the quality of cultural transmission of sports events, the city can actively build its own distinctive cultural image. The visual communication taking the Beijing Olympic Games as an example has added Beijing's cultural elements to the venue design, mascot design and medal design, such as the Olympic flame and mascot cloud, which can represent the spirit of sports, and the Great Wall icon, which can represent Beijing's history and culture. The mascot design not only combines the five ring elements, but also adds the cultural characteristics and spiritual qualities of a modern city, in the combination and blending of elements, the red color, which can represent the Chinese culture and image, is fully used, so that the whole design is not only rich and complete, but also can take the sports spirit and national culture into consideration in the premise of design, which is very complete and has aesthetic significance and urban characteristics. In addition, the natural or cultural advantages of cities should be appropriately magnified in the overall external requirements and their own needs. The advantageous resources and projects in cities are very different. Northern cities and southern cities in China are quite different in resource advantages[8]. Therefore, in visual design, we should fully explore and analyze the natural advantages of our cities, for example, compared with Beijing, Hangzhou has differences in temperature and urban landscape, Hangzhou can make full use of the features and functions of the West Lake and other landscapes to form a distinctive visual design effect, and can also take food that can represent the culture of Jiangsu and Zhejiang provinces into consideration in visual communication design.

4. Conclusion

The image communication of a city has a wide range of ways of existence. It is not only the imperceptible influence that needs to be formed naturally, but also the need to use symbols and brands for communication. Therefore, the media platform of sports events has brought a breakthrough for visual communication design, and the integration of sports spirit and cultural elements and urban planning and construction characteristics is also the development direction of future urban construction.

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