

设计管理视角下的小规模区域景观差异发展研究

Research on the development of small-scale regional landscape differences from the perspective of design management

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摘要: 本文从设计管理的角度, 提出了解决小尺度区域景观同质化问题的相应策略, 包括制定有效的目标和有效的评价对策, 实施系统设计, 旨在帮助景观设计师有效改善景观方案的差异化特征, 提高整体市场竞争力, 突出景观的创作特征, 从而在一定程度上避免了设计同质化带来的风险和不利影响。

关键词: 区域景观; 设计管理

Abstract: From the point of view of design management, this paper puts forward corresponding strategies to solve the problem of landscape homogenization in small-scale areas, including formulating effective objectives and effective evaluation countermeasures, and carrying out systematic design, aiming at helping landscape designers effectively improve the differentiation characteristics of landscape schemes, enhance the overall market competitiveness, and make the creative characteristics of landscapes more prominent, thus avoiding the risks and adverse effects brought by design homogenization to some extent.

Keywords: Regional Landscape; Design Management

1. Introduction

Landscape, as an ecosystem complex, is the carrier of life on earth. It provides all kinds of material products and various intangible benefits, including adjusting the environment. These services directly affect the quality of human survival and human settlements, while human activities are profoundly affecting the continuous supply of ecosystem services. Urban and rural infrastructure construction and urban construction must consider how to reduce the disturbance and damage to the ecosystem, serve the restoration and protection of the integrity of the earth's biosphere, and enhance the resilience of human settlements to climate change (McCarter, & Oliver, 1998). China has a vast territory, and the characteristics of different regions are obvious. This requires us to actively summarize the major local practices of urban and regional development on a smaller scale, do a good job in small-scale, cross-regional, exemplary and relatively accurate regional development planning, promote the deepening and refinement of the implementation of the four major sectors and three major strategies, and do a good job in classification guidance on a smaller geographical space. In the past few decades, China has experienced a rapid urbanization process. On the whole, the population flows from rural areas to cities, but the structure and direction of the flow are quite different.

2. Literature review

Small-scale area can be defined as a space where the scale of the site conforms to the physiological habits of human activities, and the

communication distance between people is small, with clear enclosure and high site utilization rate. Because of the small overall area, the available landscape space between houses is limited, and the core landscape nodes are not easy to arrange, it is difficult to form a functional and visual landscape sequence(Nelson, & Johnson,2005).. Therefore, starting from the scale of regional landscape space, we will study how urban social interaction and open space interact. Through the study of the activities and needs, the open space is repositioned and redesigned to play its most value in urban space.

2.1 Available area is limited.

Due to the limited scope of the site and the hard conditions such as fire escape, main building and gate garage, the area available for landscape use is extremely limited.

2.2 The line of sight condition constraints

The overall scale of the space between small-scale areas is limited, so it is difficult to determine a good viewing line of sight and the best sight distance. How to determine the viewing point and viewing route in the change of people's perspective and activity streamline is a big problem.

3. Methodology

It has been nearly a century since the birth of design management—the idea of "design management" was put forward. During this period, many countries have made rapid development and achieved great success by applying the theory and methods of design management

to practice. Today, design management has become a hot word in domestic design research, but its research subject is still not clear enough. Most of the discussions focus on business management and market strategy, and most of the teaching contents are more similar to brand management. Professional experts in market management and brand management have studied these issues much more deeply than design management researchers (Keesstra, & Cerdà, 2018). Because of this, the significance of design management to the design discipline in China has always been marginal, and the disciplinary boundaries are vague and changeable.

4. Re-sults and discussion

An important goal of design management is to coordinate enterprise resources and formulate design strategies suitable for enterprise development. To determine the design strategic goal of an enterprise is to analyze the prospect and goal of design and development under the guidance of enterprise strategy, and to determine the gap of product development opportunities or the direction of product development through user observation, market forecast and analysis of social, cultural, economic and technical factors.

In the process of design and management, first of all, we should make clear the local specific climate, natural conditions, living habits, surrounding environment and other related characteristics, fully grasp the local customs and historical status quo, grasp the overall development trend and planning strategy of the city, and then design the corresponding construction plans to ensure that all kinds of plans are more practical and comprehensive (Baral, & Kasel, 2014). At the same time, implement the basic strategy of adapting to local conditions, fully combine with local humanistic environment, owner's habits, ideas and historical factors, and make a more optimized layout, so as to gain the recognition and acceptance of local residents;

Secondly, considering the original landform and different morphological characteristics of residential environment, the overall environment is comprehensively laid out, which fully embodies the concept of sustainable development (Chamberlain, & Meitner, 2013). Based on the original conditions, continuous optimization and innovation are carried out on the basis of maintaining and maintaining the original characteristics to make it conform to the basic principles of energy conservation, environmental protection and green ecology (Jansson, & Randrup, 2018). For example, the treatment and design of landscape topography should take into account the original ecological characteristics, decorate and design it accordingly, and make a more artistic layout and design based on the basic principles of natural ecology;

Third, make full use of the landscape effect and natural resources

outside the residential area as much as possible, which includes two aspects, namely the indoor environment and the external environment of the residential area (Blaine, & Grewal, 2012). In the process of designing the overall environment of residential areas, we should take the internal environment design as the basis, and at the same time, we should make better use of the external natural resources of residential areas scientifically and reasonably, create a unique landscape effect, so that it can present its due humanistic value and ecological value.

5. Conclusion

Therefore, for modern designers, single self-design has long deviated from the meaning of design. Today, as an excellent designer, only by communicating with others can we design works that meet the needs of market economy and are accepted by the public. For the field of landscape design that provides design services, it is a complex interdisciplinary subject covering natural science and humanities, and the landscape design process is a complex design process, which requires meticulous organization and more accurate foresight, so it will be inevitable to introduce design management into landscape design. Different from other designs, landscape design is a collective and collaborative design process.

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