

# The Application of Visual Culture in Contemporary Exhibition Design and Its Impact on Audience Experience

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**Keywords:** Visual culture; Exhibition design; Technology integration; Cross-cultural communication; Sustainable development

**Abstract:** This paper aims to explore the application and development trend of visual culture in exhibition design. Through in-depth analysis of the important role of visual elements in exhibition design and the integration and innovation of technology in exhibition design, this paper puts forward a series of design strategies aimed at improving audience experience and participation. The study holds that the effective use of visual elements can significantly enhance the attraction and audience experience of the exhibition. Technology integration and innovation have brought more diverse forms of expression to the exhibition design, enabling the audience to enjoy an immersive interactive experience. At the same time, the integration of cross-cultural elements and the practice of environmental protection concept not only enriched the exhibition content, but also promoted the promotion of cultural diversity and environmental awareness. It is hoped that this research can provide new ideas and methods for exhibition design, enhance the artistic and cultural connotation of the exhibition, and improve the audience's interest and participation.

## 1. Introduction

With the rapid development of information technology and the strengthening of globalization, visual culture has penetrated into all aspects of people's lives [1]. In contemporary society, visual culture not only exists as a cultural form, but also becomes an important media and expression [2]. Especially in the field of exhibition design, the application of visual culture is more and more extensive, which plays an important role in enhancing the attraction of exhibitions and the participation of audiences [3]. Therefore, it is of great practical significance and academic value to study the application of visual culture in contemporary exhibition design and its influence on audience experience [4].

As a unique cultural form, visual culture is intuitive, vivid and easy to understand, which can cross the barriers of language and culture and realize the rapid dissemination and sharing of information [5]. In exhibition design, the application of visual culture can make the exhibition content more intuitive and vivid, attract the attention of the audience and improve the audience's interest and participation [6]. At the same time, the application of visual culture in exhibition design can also enhance the artistry and cultural connotation of the exhibition. By using various visual elements and techniques, a unique exhibition atmosphere can be created, so that the audience can feel the charm of culture and the value of art while enjoying the exhibition [7]. This has a positive impact on improving the audience's cultural literacy and aesthetic level. Studying the application of visual culture in exhibition design can provide new ideas and methods for exhibition design [8]. Through in-depth discussion of the characteristics and functions of visual culture, more visual elements and techniques suitable for exhibition design can be discovered, providing richer means of expression and higher artistic value for exhibition design. The purpose of this study is to explore the application of visual culture in contemporary exhibition design and its influence on audience experience.

## 2. Theoretical discussion of visual culture

### 2.1. Features and functions of visual culture

Visual culture is a cultural form with visual elements as the main means of expression, which conveys information, emotions and values through visual elements such as images, colors and shapes [9]. Visual culture is intuitive, vivid and easy to understand, which can cross the barriers of language and culture and realize the rapid dissemination and sharing of information. In contemporary society, visual culture has penetrated into all aspects of people's lives and has become an important cultural phenomenon and expression. Visual culture has many features and functions, and Figure 1 shows its features and functions in detail.

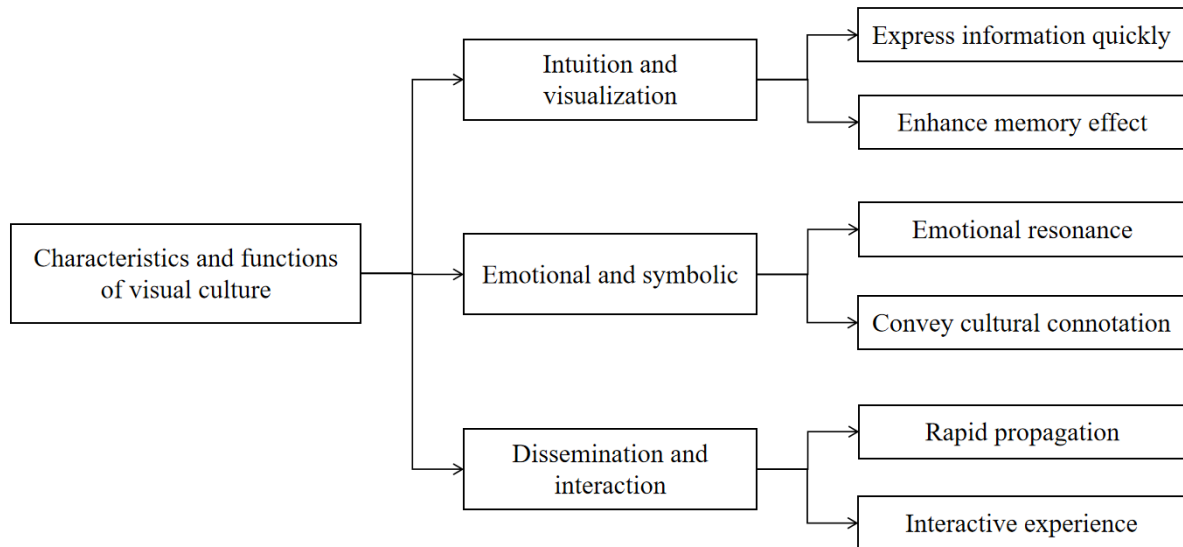


Figure 1 Characteristics and functions of visual culture

### 2.2. The influence of visual culture in contemporary society

Visual culture has a wide influence in contemporary society: (1) It has changed the way people get and transmit information. In the information age, people get information and express their thoughts more and more through visual elements such as images and videos. Visual culture provides people with richer and more convenient ways to obtain information. (2) Visual culture has influenced people's aesthetic concepts and cultural consumption habits. With the popularization and development of visual culture, people's aesthetic concept has gradually changed from words to images, and the pursuit of visual beauty is getting higher and higher. At the same time, visual culture also promotes the prosperity and development of cultural consumption market. (3) Visual culture has also had a profound impact on people's values and social concepts. Through the transmission and expression of visual elements, different values and social concepts can be conveyed, which has a subtle influence on people's thoughts and behaviors.

## 3. The application of visual culture in contemporary exhibition design

### 3.1. Analysis of visual elements in exhibition design

In contemporary exhibition design, visual elements are the important foundation of exhibition space [10]. These visual elements include images, colors, shapes, light and shadow, etc. They each carry different information and emotions and together form a colorful exhibition space.

Image is one of the most intuitive and important visual elements in exhibition design. Through images, designers can quickly convey the theme and content of the exhibition and guide the audience into a specific situation and atmosphere. Images can be photos, illustrations, charts and other forms, which show the characteristics and stories of the exhibits in an intuitive way, so that the audience can understand the exhibits more deeply. Color also plays a vital role in exhibition design. Different colors can create different atmospheres and emotions, which have a far-reaching

impact on the audience's perception and experience. Designers will choose appropriate color matching according to the theme and content of the exhibition to create a visual effect that conforms to the exhibition atmosphere. Shape, light and shadow are also visual elements that can't be ignored in exhibition design. Shape can be changed by lines and shapes to create an exhibition space with tension and movement. Light and shadow can create a sense of hierarchy and three-dimensionality, making the exhibition space more vivid and interesting.

For example, an art exhibition has created a dynamic and creative exhibition space by using rich images and colors. Designers combine the images of the exhibits with various creative elements to create a unique visual effect, so that the audience can feel the charm and creativity of art while enjoying the exhibits.

### **3.2. Innovative strategies of visual culture in exhibition design**

In order to keep the exhibition fresh and attractive, designers need to constantly explore new visual elements and techniques to present a more unique and wonderful exhibition effect. Designers can pay attention to emerging visual art forms and technical means, such as virtual reality and augmented reality, and apply these technologies to exhibition design to create a brand-new visual experience. These technologies can break the limitations of traditional exhibitions and enable the audience to have a deeper understanding of the exhibits and exhibition contents. Designers can also learn from other visual elements and techniques, such as movies and games, and integrate them into exhibition design to create more vivid and interesting visual effects. These techniques can bring brand-new sensory stimulation and emotional experience to the audience, making the exhibition more attractive and infectious. In addition, designers can also pay attention to the feedback and needs of the audience and adjust and optimize the exhibition design according to the audience's preferences and interests. Through interaction and communication with the audience, designers can better understand the needs and expectations of the audience, thus creating exhibition works that are more in line with the audience's tastes.

## **4. Analysis of the influence of visual culture on audience experience**

### **4.1. The concept and composition of audience experience**

Audience experience refers to the emotional, cognitive and behavioral responses that the audience feels during the exhibition. It is a complex concept, which is composed of many factors. Among them, visual elements, as an important part of exhibition design, have an important impact on the audience experience, as shown in Figure 2.

Visual elements can directly affect the emotional experience of the audience. By using different visual elements such as images, colors and shapes, designers can create different atmospheres and emotions, so that the audience can have corresponding emotional experiences. For example, bright colors and lively images can bring pleasant and exciting emotional experiences; However, dim colors and heavy images may cause the audience to be heavy and think.

Visual elements can also affect the audience's cognitive experience. By displaying clear images and detailed information, designers can help the audience better understand the exhibits and exhibition contents and enhance the audience's cognitive depth and breadth. At the same time, visual elements can also guide the audience's line of sight and attention, so that the audience can concentrate more on the exhibition.

Visual elements can also affect the audience's behavior experience. By designing interesting interactive links and creative display methods, designers can stimulate the audience's curiosity and desire to explore, so that the audience can participate in the exhibition more actively. This sense of participation and interaction can enhance the audience's sense of experience and satisfaction, and make the audience more willing to share and spread the information of the exhibition.

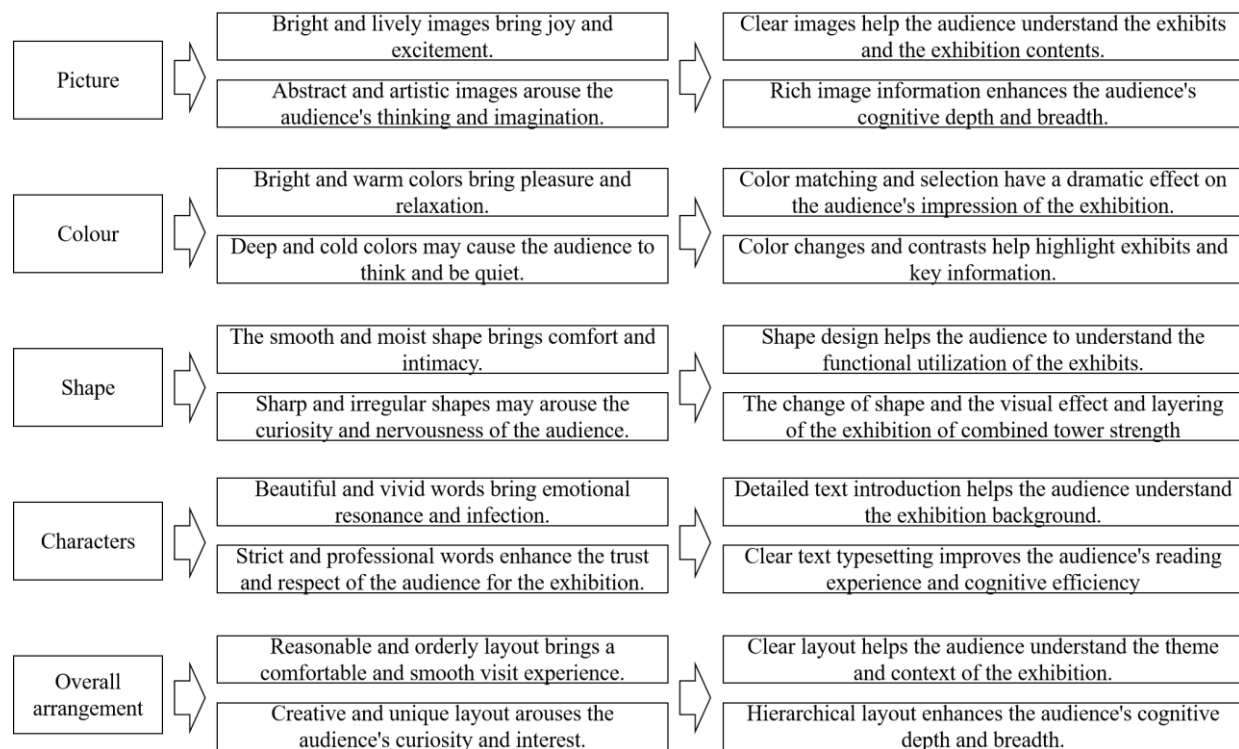


Figure 2 The influence of visual elements on audience experience

## 4.2. The impact of visual culture on audience cognition

The application of visual culture in exhibition design has a far-reaching impact on the audience's cognition.

First of all, visual elements can present exhibits and exhibition contents in an intuitive and vivid way, so that the audience can obtain information and understand the content more quickly. This kind of intuition and visualization is helpful to improve the cognitive efficiency and depth of the audience. Secondly, visual culture can also convey different values and cultural connotations through different visual elements and techniques. These values and cultural connotations can influence the audience's ideas and value judgments, so that the audience can receive certain cultural education and edification while enjoying the exhibition. Finally, visual culture can also broaden the audience's horizons and cognitive range by displaying visual elements of different regions, cultures and times. This cross-cultural, cross-era display way can make the audience more fully understand the diversity of the world and human civilization, and enhance the audience's global consciousness and cultural consciousness.

## 4.3. The impact of visual culture on the audience's emotions

The application of visual culture in exhibition design also has an important impact on the emotional experience of the audience.

First of all, visual elements can create different atmospheres and emotions, so that the audience can have corresponding emotional experiences. For example, warm colors and soft light and shadow can create a warm and comfortable atmosphere; The cold colors and strong contrast may cause the audience's tension and anxiety. Secondly, visual culture can also stimulate the audience's emotional resonance and experience by displaying infectious and expressive images and stories. These images and stories can touch the hearts of the audience and make them emotionally resonate and satisfied. Finally, visual culture can also enhance the audience's sense of identity and belonging to the exhibition by creating a unique visual style and brand image. This sense of identity and belonging can make the audience more willing to participate in and share the information of the exhibition, and further promote the spread and development of the exhibition.

## 5. Conclusions

After in-depth discussion on the application and development trend of visual culture in exhibition design, this paper finds that:

(1) Visual culture plays a vital role in exhibition design. Carefully designed visual elements, such as images, colors and shapes, can not only effectively convey the theme and information of the exhibition, but also touch the audience emotionally and bring them a profound experience. Therefore, designers should fully realize the importance of visual culture and regard it as the core element of exhibition design.

(2) Technology integration and innovation bring infinite possibilities for exhibition design. The application of advanced technologies, such as virtual reality and augmented reality, not only provides an immersive interactive experience for the audience, but also breaks the boundaries of traditional exhibitions, making the exhibition content more diverse. In the future, with the continuous progress of technology, exhibition design will usher in more innovative possibilities and bring more wonderful visual feasts to the audience.

(3) Cross-cultural communication and integration, and the concept of sustainable development and environmental protection will also play an important role in the exhibition design. By displaying the visual elements of different regions and cultures, the communication and understanding between different cultures can be promoted. At the same time, paying attention to the selection of environmental protection materials and the practice of sustainable design concept will promote the development of exhibition design in a greener and sustainable direction.

To sum up, the application of visual culture in exhibition design has broad prospects and far-reaching significance. Designers should constantly explore new design concepts and techniques, combine visual culture with technology, culture, environmental protection and other factors, create more exciting and connotative exhibition works, and bring a better exhibition experience to the audience.

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