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ANALYSIS OF THE IMPORTANCE OF ART ELEMENTS IN THE CONSTRUCTION OF ECOLOGICAL ENVIRONMENT IN THE NEW ERA

Abstract: With the development of economy, people have higher and higher requirements for living art. A good ecological environment is the guarantee of creating an aesthetic environment. Taking the ecological environment construction of ecological town as an example, this paper analyses the importance of integrating artistic elements into the ecological environment construction in the new era from the perspective of environmental aesthetics. Based on the concept of "three life integration" and "garden city theory", this paper creatively puts forward the construction methods and models of ecological environment in contemporary small towns. Based on the height of environmental aesthetics, this paper analyses the planning and construction process of characteristic town and the evaluation and acceptance criteria of ecological environment design, summarises its successful experience and main problems, and makes a retrospective summary and reflection. This paper analyses the importance of the integration of art elements into the ecological town in the new era. The results show that in the new era of ecological environment construction, the integration of art elements can not only improve the quality of ecological environment construction, but also improve the common people's cognition of ecological beauty.

Keywords: new era, art elements, ecological environment, integration of the three

Introduction

Since the second half of the 20th century, with the transformation of contemporary aesthetics, there have been works and papers on environmental aesthetics in western academic circles [1]. Western environmental aesthetics was born and developed rapidly. For decades, it has attracted researchers from the United States, Canada, Britain, Finland and other countries to participate in it, and has become a main growth point of contemporary western aesthetics. The rise of environmental aesthetics is not only the response to the deepening environmental crisis, but also the need for the expansion and transformation of aesthetics. Environmental aestheticians have deeply reflected on Anthropocentrism in traditional aesthetics, criticised analytical aesthetics as "art philosophy", expanded the aesthetic territory to all human perceptual fields such as art, nature, countryside and city, introduced the vision of ecology and environmental ethics into aesthetics, and changed the basic concept and paradigm of aesthetics. The relationship between man and nature, art and environment, aesthetics and life, aesthetics and ethics has been widely and deeply discussed; Aesthetics also began to play a more and more important role in landscape assessment, environmental legislation, urban planning, environmental design and other application fields. The concept of environmental aesthetics

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has also been widely infiltrated into visual art, landscape design, architecture, urban planning, environmental science, ecological science and other multidisciplinary fields, and has been deeply crossed and integrated with them [2]. The study of Oriental environmental aesthetics started from the study of natural beauty in the aesthetic debate in the 1950s-1960s. Its theoretical construction has roughly experienced the development track from the "humanised nature" Aesthetics in the 1980s and the embryonic stage of environmental aesthetics with environmental aesthetics as the core in the 1990s to the initial stage of environmental aesthetics, which mainly used western theories for reference since the beginning of this century, and has made a series of rich research results, among which there are also ecological aesthetics. However, no matter environmental aesthetics or ecological aesthetics, they mainly stay in the metaphysical theoretical construction level, and there is still a certain distance between them and the aesthetic practice of ecology and environment in the current social development. The discourse system of environmental aesthetics (ecological aesthetics) with oriental characteristics is still in the process of integration and innovation [3]. Obviously, the diversification and collaborative integration of western environmental aesthetics research subjects lay the foundation for their collaborative innovation in the interdisciplinary sense. This is the key to the maturity of the current environmental aesthetics theory [4].

Since the 21st century, the aesthetic quality of the ecological environment in western society has been declining, and the aesthetic value of the environment has been regarded as an important value and entered the research field of vision [5]. Nature and environment are the important objects of contemporary aesthetics after the transformation of aesthetics. They are different from the traditional aesthetics in openness, mobility and integration. Zhong et al. [6] advocated that the principles of "diversity", "integrity" and "stability" of ecological system should be introduced into the construction of aesthetic theory, so as to establish a harmonious aesthetic relationship between man and nature and their environment. Liu et al. [7] take life as the object of study, and their "good" as the basic principle of human behaviour determines the value orientation of human aesthetic activities "Building beauty with goodness" has become a new vision of environmental aesthetics, and some important viewpoints such as "beauty of function" have been put forward. With the advancement of industrialization and urbanization, the tension between man and nature is very prominent [8]. Under the influence of western environmental aesthetics, eco-environmental aesthetics has gradually become a prominent study in the current aesthetic theory. Yu et al. [9] agree that western ecological and environmental aesthetics deconstructs the relevant aesthetic objects and theories in traditional aesthetics, highlights the aesthetics of life, breaks down the anthropocentrism position of subject object binary opposition in traditional aesthetics, and reconstructs the harmonious relationship between human and environment. Junakova et al. [10] held that humanism, scientism and ecologism are the philosophical basis of environmental aesthetics, and "landscape" is taken as the noumenon of environmental beauty to construct the theoretical system of environmental aesthetics. Wen et al. [11] thought that the so-called ecological beauty is not natural beauty. It is the product of the harmonious relationship between human and natural ecology. It takes human ecological process and ecological system as the aesthetic object. Jia et al. [12] put forward the interpositive aesthetic experience, and constructed the ecological aesthetic system on the basis of discussing the unity of ecological view, humanistic view and aesthetic view. Ronald Hepburn criticises the prejudice of analytical aesthetics against nature, demonstrates the legitimacy of nature as an aesthetic object, points out that natural

appreciation is two kinds of aesthetic appreciation different from art appreciation, and analyses and discusses the mode of natural appreciation. After that, the study of natural aesthetics has become a hot spot. Allen Carlson published a series of articles in the 1980s, criticising the practice of focusing on visual quality and value in landscape evaluation and management at that time, pointing out that this practice actually inherited the traditional picturesque aesthetics, and the view of natural beauty is narrow, superficial and anthropocentric.

The organic combination of art elements and ecological construction reflects the new ideas and methods of modern industrial development [13]. In the context of ecological sustainable development strategy, the architectural decoration industry needs continuous innovation to achieve higher quality development, and form a good integration with social needs and natural ecology [14]. Architectural art design is an important branch of architectural design, which plays a good role in regulating the beauty, practicality and functionality of architecture. In architectural art design, through the application of ecological technology, we can continuously improve the level of green buildings, reduce the energy consumption of building products in construction and use, and lay a good foundation for creating a liveable environment in the natural ecological environment [15]. At this stage, the application of architectural art design and ecological technology has been well combined, which can scientifically apply ecological technology to all kinds of buildings, play the role of energy conservation and emission reduction, ecological and environmental protection, and provide a good driving force for the sustainable development of the construction industry [16]. The purpose of applying art and artistic elements to urban and rural planning and construction is to meet the people's high-quality living needs [17]. The key is to create a high-quality urban and rural living environment, which should not only show the beauty of nature, but also inherit Chinese culture and show the charm of humanity. In the regional planning of different levels, we should integrate art and artistic elements, use design thinking, coordinate the overall spatial relationship between urban villages and mountains, rivers, forests, fields, lakes and grasses, reasonably construct ecological, agricultural and urban spatial patterns, strengthen the overall spatial order of the region, and pay attention to the beauty of the natural geographical pattern [18].

Research methods and fuzzy analytic hierarchy process importance decision

From the composition of the research team, the researchers of ecological aesthetics are more from the theoretical fields of philosophy, aesthetics and literature, and less from the field of urban ecological design and construction. To a certain extent, this will affect the practical pertinence and interdisciplinary degree of the theoretical research of ecological environment aesthetics. For the practice and theoretical research of small town construction, on the one hand, we learn from the experience of western small town construction; on the other hand, the construction of characteristic towns in the past few years is also carried out in the context of exploring industrial transformation and upgrading on the basis of advanced experience. Therefore, this is obviously not a simple copy of the western small town model, but a unique exploration of small town design and construction in the new situation.

Based on the ecological design samples of characteristic towns, this paper analyses the practice of ecological environment design of characteristic towns from the perspective of

environmental aesthetics, realises the innovation of characteristic towns from the three elements of "people, land and money" to the five elements of "people, land, money, culture and ecology", and puts forward the innovative development mode of characteristic towns integrating "three life, three suitability, three people and three manners", art elements will be integrated into the ecological environment construction of the town. Based on the model innovation of characteristic towns, combined with the evaluation results of the comprehensive evaluation system, this paper puts forward the realization path of the model innovation of industry town integration of characteristic towns, the research framework of this paper is shown in Figure 1.

Fig. 1. Research framework

In the space dimension, "three lives" show the realistic development environment, specifically to "production", "life" and "ecology", while in the time dimension, "three lives" show the precipitation of history and culture and concern for the future development, specifically: "previous life", "present life" and "future life" [19]. In other words, the goal development is to take people's happiness as the core, which specifically involves a kind of sustainable development of "production", "life" and "ecology". Among them, production refers to the production environment of entrepreneurship and innovation, life refers to the living environment of material life and spiritual life, and ecology refers to the ecological environment of natural ecology and social ecology [20]. The time dimension "three lives" refers to the historical and cultural accumulation and care for future development. It is the gene for the continuation of human life and the historical mission of intergenerational care. Specifically, it refers to "previous life", "this life" and "next life". For example, it is the subjective evaluation standard of happiness. "Previous life" not only shows that happiness is a kind of inheritance of history and culture, but also shows that the material and spiritual wealth created and accumulated by predecessors is the source and foundation of today's happiness. "This life" emphasises the overall planning and coordination of current life. Happiness is a controlled and conditional enjoyment and happy experience.

The connotation of "afterlife" embodies the legal spirit of intergenerational equity and the ethical thought of caring for future generations. The survival of any generation can not infringe on the survival opportunities and happiness rights of the next generation, and efforts need to be made to benefit the next generation. These three development environments determine the core competitiveness, quality of life and grade of a city respectively. The integration of "three life" realises the common development of "three life" through the integration and infiltration of these three different environments. "Three lives" in the concept of "three lives" means life, production and ecology. Starting from the concept of "three lives", ecology, production and life are the three perspectives of garden landscape, which are interrelated and mutually supportive. The art element of ecological construction is an important embodiment of the "three life concept".

Green development needs the support of the high-end industrial system after transformation and upgrading, and the ecological industrial chain form of "three life integration" is an extremely suitable and high-quality practical choice for green development, as shown in Figure 2.

Fig. 2. The concept of "integration of three living things" based on regional network development

Considering the quantification of indicators and the difficulty and reliability of data acquisition, using existing statistical data and relevant ecological environmental standards, comprehensive indicators and main indicators that can reflect the development level of the suburbs are selected. Due to the inherent complexity of the suburban system itself, when describing the state of the system, the general evaluation index system often has more qualitative indicators that are difficult to operate. It is also extremely difficult to obtain accurate calculations or data. This makes the operability of the index system not strong or even operability. Therefore, when constructing the evaluation index system, it is necessary to select some indicators that are easy to calculate, easy to obtain, and can reflect the actual situation of the regional system at the required level under the premise of being as concise as possible, so that the constructed index system has a relatively high level of performance. The strong operability makes it possible for us to make the most true and objective

measurement and evaluation of the ecological rural development level and ability of the study area under the condition of incomplete information.

When applying the analytic hierarchy process to make the best plan decision, the system problems need to be gradually organised and hierarchised in order to construct a hierarchical structural analysis framework; and the framework should cover all levels of the researched complex problem after decomposition. Generally, the hierarchical analysis structure is divided into three levels: target level, criterion level and program level. The goal level refers to the final goal to be achieved by the decision-making problem; the criterion level refers to various factors that can affect the final decision goal in the decision-making process; and the program level refers to various specific alternatives or measures that promote the realization of the goal. In the hierarchical analysis structure, the elements of the upper level as the criterion of the elements of the next level dominate the elements of the next level, and at the same time, they are dominated by the elements of the next level.

After establishing the hierarchical analysis structure, it is possible to determine the relative importance of the next-level elements under the influence of the upper-level rules. Judgment matrix is an expression form for comparing the relative importance of all elements in the next layer under the constraints of the influence criterion of the previous layer. Assuming that the upper-level influence criterion of the elements $u_1, u_2, \dots, u_n$ at a certain level is C . According to the relative importance of the elements $u_1, u_2, \dots, u_n$ to the criterion C , the corresponding weight is given, which constitutes a pairwise comparison judgment matrix A :

$$A = \begin{pmatrix} a_{11} & a_{12} & \cdots & a_{1n} \\ a_{21} & a_{22} & \cdots & a_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ a_{n1} & a_{n2} & \cdots & a_{nn} \end{pmatrix} \quad (1)$$

In the formula, a_{ij} represents the importance (or pros and cons) of the element u_i relative to the element u_j .

For any fuzzy consistent triangular fuzzy number reciprocal judgment matrix $A = (A_l, A_m, A_u)$, the triangular fuzzy number characteristic root method can be used to calculate the weight vector.

We find the eigenvectors corresponding to the largest eigenvalues of A_l, A_m, A_u , and perform the normalization of the eigenvectors to obtain x_l, x_m , and x_u . k, h, g satisfy:

$$k = \left[\sum_{i,j=1}^n a_{ij,u} \right]^{1/2} \quad (2)$$

$$h = \left[\sum_{i,j=1}^n a_{ij,m} \right]^{1/2} \quad (3)$$

$$g = \left[\sum_{i,j=1}^n a_{ij,l} \right]^{1/2} \quad (4)$$

We perform defuzzification to get the final weight value.

$$w_i = (kx_{i,l} \quad hx_{i,m} \quad gx_{i,u}) \quad (5)$$

$$wi^* = 0.25[\alpha w_{i,u} + (1 - \alpha)w_{i,m} - w_{i,l}] \quad (6)$$

In the formula, a depends on the risk attitude of the decision maker. We use wi^* to get the corresponding program ranking. When $a > 0.5$, the decision-maker pursues risk; when $a = 0.5$, the decision-maker is risk-neutral; when $a < 0.5$, the decision-maker is risk-averse.

The determined indicators must have the stage of social development, but also have vertical continuity and comparability to ensure that the evaluation indicators have a certain scope of application. For the same region, different periods indicate different stages of development. At different development stages, the goals, development models, and methods adopted to achieve the goals of regional development are different. Therefore, the emphasis in the process of constructing the evaluation index system is naturally different. As for different regions in different periods, they are affected by regional differences and different stages of development, and the methods and methods adopted in the construction of sustainable capacity are very different. As an indicator system of the sustainable development level of ecological environment construction, there are bound to be great differences. This requires an indicator system that reflects the connotation, construction, and level of development of the ecological countryside. Not only can it objectively describe the current situation of ecological rural development in a region, but the indicator system itself must have a certain degree of flexibility, be able to identify different development stages and adapt to different development stages. The characteristics of rural development during the period, in the dynamic process, more flexibly reflect whether the regional rural development is sustainable and the degree of sustainability, and the selection goals are comparable.

Analysis on the construction of characteristic ecological town with art elements

The network development mode of urban-rural integration is a kind of urban-rural integration development mode, which takes "urban-rural integration planning as a whole" as the development idea (Fig. 3). It emphasises the planning and construction of urban and rural areas as a whole, optimising the allocation of urban and rural production factors, giving play to the characteristics of the relationship between urban and rural regional development, and finally realising the optimal allocation of resources. With the strengthening of the connection between different levels of points between urban and rural areas, each node drives the economic and social development of the surrounding rural areas and constitutes the network space structure of urban and rural areas. Its theoretical origin comes from the Western utopian socialism of urban-rural integration, the pursuit of "urban-rural integration without urban-rural differences". The integration of industry and town also needs to build an integrated network system to facilitate the free flow of various resource elements in the town, and to plan the development of industry and town as a whole, so as to avoid the problem of two layers of industrial and town development.

The development of urban-rural integration at home and abroad is a process of urban-rural economy from separation, running in to integration. The mode mainly lies in the flow of factors between urban and rural areas, mainly the transfer of labour resources in

rural areas and industrial transfer in cities. The interaction and circulation between the two enhance the linkage between various factors, break the dual structure of urban and rural areas, and finally realise the integration of urban and rural areas.

Fig. 3. Network development mode of urban and rural overall planning

The development mode of industry city integration mainly studies the development relevance between industry and city on the premise of the location spatial relationship between the industrial area and the main urban area. It can be seen that the development mode of industry city integration is mainly based on the location conditions and advantageous industries. With the development model of "industry and industry, industry and city, and industry symbiosis", industrial functions and urban functions can be strengthened, and a virtuous circle of industry and city can be realised. The structure comparison of the three development models is shown in Figure 4.

(1) The endogenous development mode of urban function leading

The endogenous development mode dominated by urban function refers to the mode of industrial zone existing in the city, relying on the radiation of urban function, mainly focusing on the further improvement of urban function and promoting the upgrading of industrial structure, so as to realise the integration of industry and city in the way of "promoting production by city". The historical reason for the formation of this mode is that the industrial zone was set in the city in the early development process of the city, and its development orientation is generally Industrial Park, and the boundary between the two is not obvious. With the development of the city, the construction of the industrial zone drives the economic development of the city. The city provides the support of funds and resources for the development of the industrial zone. The industrial development and the urban development go hand in hand. In space, it is a structural type with urban area as the core and gradually expanding outward.

Fig. 4. The structure comparison of the three development models

(2) Industry leading new development model

The principle of the new-born development mode led by industry is to adhere to the scientific planning and construction of industrial zones, and standardise the construction of relevant supporting facilities in industrial areas and urban areas. The advantage of this model is that the development of industry has a more obvious effect on the economic pull, the improvement and upgrading of the industry forms a forced mechanism, which forces the cultivation and improvement of urban functions. As a new growth point of regional economic development, the development of industrial zone can provide financial support for the city. With the continuous expansion of economic scale, the infrastructure construction of the industry zone will be gradually improved, and finally a benign cycle of industrial economy and urban development will be formed. The supporting facilities of the industrial zone will be sound and the urban function will be improved.

(3) Symbiotic development model of industry city balance

The symbiotic development mode of industry city balance refers to the development mode that the industrial zone is located in the outskirts of the city, relying on the convenient transportation conditions and perfect infrastructure of the main urban area, improving the urban function demand, and realising the integration of industry and city in the way of "city leading industry". The main reason for the formation of this form is that the industrial area is close to the main urban area and closely linked with the main urban area. In the process

of the development from industrial area to comprehensive urban area, the configuration of all aspects is similar to the city. With the help of the radiation influence of the infrastructure and living facilities in the main urban area, it drives the development of the industrial area. With the further development of the industrial area, it gradually becomes one in geographical space. The pattern is shown as a strip in space, and the industrial areas close to the urban area are gradually connected into one in the process of development, which makes the city and industrial areas develop in a strip direction.

The advantage of the symbiotic development mode of industry city balance lies in that the relatively perfect functions of the main urban area contribute to the development and upgrading of the industrial area, and promote the improvement of its own functions. At the same time, the development of the industrial area has a certain evacuation effect on some functions of the main urban area. In this kind of development mode, the spatial distance between the industrial area and the main urban area will be gradually shortened, and the industrial area will be gradually included in the scope of urban planning, so as to realise the belt integration development of industry and city.

Based on the above discussion on typical cases of characteristic towns, this paper combines qualitative analysis and quantitative analysis of the integration development of characteristic towns, constructs a comprehensive evaluation index system of integration degree, and makes an empirical study on typical cases. By measuring and analysing the fusion level of three typical characteristic towns, it is more intuitive to evaluate the coordinated development level of the fusion of characteristic towns, find out the problems existing in the development process, and put forward the corresponding countermeasures, which is conducive to promoting the development and optimization of the fusion mode of characteristic towns.

(1) Evaluation methods and criteria

The evaluation grades of the integration degree of industry and town can be divided into four types: high integration type, good integration type, basic integration type and imbalance type (Table 1). When the comprehensive evaluation value of industry town integration is 0.80-1.00, it belongs to high integration type, 0.60-0.80, good integration type, 0.40-0.60, basic integration type and 0.20-0.40, imbalance type.

Table 1

Judgment criteria of industry town integration type

Type	Comprehensive evaluation of industry town integration
Highly integrated	0.80-1.00
Good integration	0.60-0.80
Basic integration	0.40-0.60
Severe maladjustment	0.20-0.40

(2) Samples and data

After combing the current situation of typical cases of industry town integration in characteristic towns, it is substituted into the evaluation index system of industry town integration mentioned above, and the calculation formula of industry town integration degree is used. The results are shown in Tables 2 and 3.

It can be seen from Table 3 that according to the comprehensive evaluation value of industry town integration degree, the order from high to low is town A, town B and town C. According to the evaluation standard of industry town integration, town C belongs to good

integration type, while town A and town B belong to basic integration type. In the evaluation of tourism development, the evaluation of small town C is the highest, while the tourism development of small town B and small town a is relatively backward.

Table 2

Target level comprehensive evaluation score of characteristic towns

Target level	Town A	Town B	Town C
Industrial Development	65.6	68.3	81.2
Town construction	54.2	57.2	71.2
Residential life	68.4	68.2	78.1
Garden construction	56.7	55.8	62.2
Ecological protection	55.3	62.5	55.8

Table 3

Comprehensive evaluation score of characteristic town evaluation factor level

Factor level	Town A	Town B	Town C
Public construction	66.3	70.1	81.2
Industrial development	69.1	67.3	78.9
Ecological environment	59.8	58.9	66.4
Tourism development	60.1	60.3	65.3
Humanistic life	49.9	56.7	62.3
Technological innovation	53.2	55.2	65.2

The index system should be able to more objectively reflect the connotation of the ecological environment construction and the interrelationship between the indicators, and be able to better measure and evaluate the development level of the ecological environment construction in the study area. The index system should cover a wide range and comprehensively reflect various factors that affect the development of ecological environment (such as whether the use of natural resources is reasonable, whether the economic system is efficient, whether the social system is healthy, whether the ecological environment system is developing in the direction of a virtuous circle). The evaluation index system must be able to fully reflect the essential characteristics of ecological environment construction and all aspects of the sustainable development of the suburbs, so that the indicators can be organically linked to form a well-defined whole.

Ecological environment construction is a complex composite system, which can be divided into several subsystems, each subsystem includes different content, and each content can be measured with different indicators. In addition, the indicator system is mainly to provide information for the decision-making of governments at all levels, and the solution to the problem of sustainable development must be regulated and managed by the government at all levels. Therefore, to measure the development behaviour and development status of ecological environment construction, and the judgment of its sustainability, the indicator system should be divided into different levels, and different indicators should be used at different levels.

The selection of indicators should reflect the main characteristics of the ecological environment to the largest extent, and take into account the socio-economic and progressive factors. The content of the indicators in the indicator system should be simple, clear, comparable and easy to obtain. Indicators are different from statistical data and monitoring data. They must be processed and processed so that they can clearly and clearly reflect the problem. In addition, in order to facilitate the collection and processing of data, the

evaluation indicators should also be screened, and the main indicator formation system that can reflect the characteristics of the ecological rural development in the region should be selected, and some subordinate indicators that are closely related to the main indicators should be discarded to make the indicator system more concise and clear.

The first level of indicators is a comprehensive indicator of ecological environment quality. The second level indicators include art elements, biological abundance, vegetation coverage, water network density, land degradation and environmental quality. The weights of the indicators in the second layer are shown in Figure 5.

Fig. 5. The weight of each indicator in the second layer

Weight is a quantity that compares and weighs the relative importance of various factors in the totality of things being evaluated. It is mainly determined by two aspects: first, the role of the indicator itself in decision-making and the reliability of the value of the indicator; second, the degree of importance the decision makers attach to the indicator. The weight represents the difference in the importance of each indicator. It is not only the subjective evaluation of the decision maker, but also an objective reflection of the physical properties of the indicator itself, and is the result of a subjective and objective comprehensive measurement. In this study, the analytic hierarchy process was used to obtain the weight of each indicator. The weight of the indicator system is a measure of the importance of the indicator relative to the planning goal, and different weights often lead to different evaluation results. It is not only the subjective evaluation of decision-makers, but also the objective reflection of the physical properties of the indicators themselves, and the result of subjective comprehensive measurement. Therefore, it is very important to adopt appropriate methods to ensure the scientificity and rationality of the weight distribution of the index system. There are two main categories of weight determination: subjective weighting method and objective weighting method. The eco-environment index system of a certain area constructed in this paper is a multi-level and multi-factor system, because some performance indexes are difficult to quantify, and it is inevitable to use subjective judgment for evaluation. Therefore, we use complex decision-making techniques as much as possible. Although these techniques are still based on the judgment of the supervisor, the use of systematic methods greatly reduces the subjective bias.

We research and determine the framework of the ecological environment quality index system of various ecological environment function areas according to the basic principles of the index system composition. Basically, the framework can be composed of the basic environment, production environment, and living environment as the first-level indicators, the second-level indicators are composed of nine indicators such as human settlement factors and natural factors, and the three-pole indicators are composed of 36 elements, reflecting the ecological environment construction. The importance index of art elements in a certain region's ecological environment quality index system is shown in Figures 6 and 7.

Fig. 6. The importance index of art elements in the secondary index of ecological environment quality in a certain area

Fig. 7. The importance index of art elements in the three-pole index of ecological environment quality in a certain area

Conclusion

Based on the ecological design samples of characteristic towns, this paper analyses the practice of ecological environment design of characteristic towns from the perspective of environmental aesthetics, summarises the experience, puts forward suggestions, and finally guides the practice to serve the construction and upgrading of characteristic towns. This paper focuses on the construction of ecological environment in the new era of art design, combined with specific examples, systematically discusses the construction of ecological environment, and provides relevant basis and experience for the construction of ecological environment in the future. Although there are still many shortcomings to be improved, the green development concept of "three life integration" embodied in the process of design and construction of characteristic towns is the practice of the ecological civilization theory of socialism with Chinese characteristics in the new era. It not only adapts to the new trend of the transformation from modern design to green design, Moreover, it is also the aesthetic practice after the rise of ecological environment aesthetic trend at home and abroad, which provides a lot of reference for the current construction of beautiful countryside, and has dual significance of theory and practice. In modern environmental art design, designers should integrate the design work with the concept of ecological civilization, and deeply implement the concept of ecological civilization into the art design structure and related works, so that the ecological cultural attribute can be reflected in the design works, which is also an important evaluation standard for modern environmental art design.

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