



A Review of the Urban Commercial Signage Design Based on PRIMA Guidelines

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Abstract

In recent years, a large quantity of literature on urban storefront signage design has been written. Since 2012, research on urban storefront signage applications in China has significantly increased, according to the findings. However, the concept of urban sign design modernology has only recently been the subject of inquiry. A complete and systematic assessment of the design of urban storefront signage in China is still lacking. The objective of this study is to address this deficiency by enhancing comprehension of the available literature on urban storefront signage design. 58 Scopus- and CNKI-indexed articles have been evaluated. This study also discussed how urban signage design challenges have garnered increasing attention since 2018. In addition, the report contains proposals for future research and ideas for other types of analysis techniques.

Keywords: Challenges and Problem; Urban Signage Design; Systematic Review; PRISMA.

1. Introduction

In recent years, the research process for urban architecture and development has increasingly concentrated on the urban landscape as a primary study area. This shift occurred mostly in the United States. This change came about as a direct consequence of the growing recognition of the importance of the urban environment as a subject of research. The existence of signs, which are formally regarded as components of the landscape, has a significant bearing on the quality of the surrounding urban environment as well as the quality of the landscape as a whole [1]. The swift economic growth of China, along with the government's continuous commitment to reform and opening up, has led to an acceleration of the urbanisation process already under way in the country.

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This pattern can be explained by China's policy of making an increasing portion of its land available for industrialization [2]. Urban landscape planning paves the way for the design of urban signboards, and urban signboard design in particular provides insight into a city's socioeconomic structure as well as its cultural traditions. This insight can be gained from the planning of urban landscapes, which paves the way for the design of urban signboards. After the planning of urban landscapes follows the creation of urban signboards and other urban signage. Current trends that are crucial to consider include both innovation and reform, as well as the use of billboards, which are one of the components that make up the street [3]. In particular, cities that are in need of modernization call for increased public involvement in addition to basic guidelines when it comes to the refurbishment of municipal signboards. When viewed in such a broad framework, urban signboards call for increased participation from the whole public.

In order to realise the final objective of providing assistance with the expansion of the entire street, it is essential that the signboard optimization approach be put into action. The majority of signboard designers working in Xi'an's commercial sectors are currently concentrating on the aesthetic expression of individual signs as their primary area of interest. This is one of the most common areas of interest among signboard designers. The design language itself is the most important component, and it is at the core of that design. Aside from the materials that serve as the foundation for the design of the signboard, this design language is the most important component. This is due to the fact that the signboard's layout was designed to represent something from an aesthetic point of view.

Not only in China, but also in the rest of the globe, the craft of creating urban signage is still in its formative years. This is true both in China and elsewhere. Because there hasn't been a lot of research carried out in this field, there isn't really any accepted theory that may act as a basis for making decisions. Despite this, the number of requests for urban type design planning in China has greatly expanded over the past several years as a direct result of the rapid economic development that has occurred in the provinces of China [4]. It is necessary to investigate a number of fundamental theoretical challenges by doing extensive research into the design of urban signboards in order to meet the requirement of locating solutions to the challenges that are encountered in actual practise. This is necessary in order to come up with a solution to the issues that have been seen in actual practise. Since a consequence of this, it is essential to acquire knowledge of urban typology and get familiar with modernology, as the latter is an important method for displaying the character and history of the city. As a consequence of this, the purpose of this research is to conduct a literature evaluation on the subject of urban signage design in China and elsewhere throughout the world in order to ascertain the designs and fonts that are utilised the majority of the time.

2. Methodology

There are numerous studies available, giving researchers a wide range of options for doing their research. The design, on the other hand, must be appropriate for the study and lead to the achievement of the research objectives and research questions. Figure 1 shows the systematic literature review by using PRISMA guidelines [5]

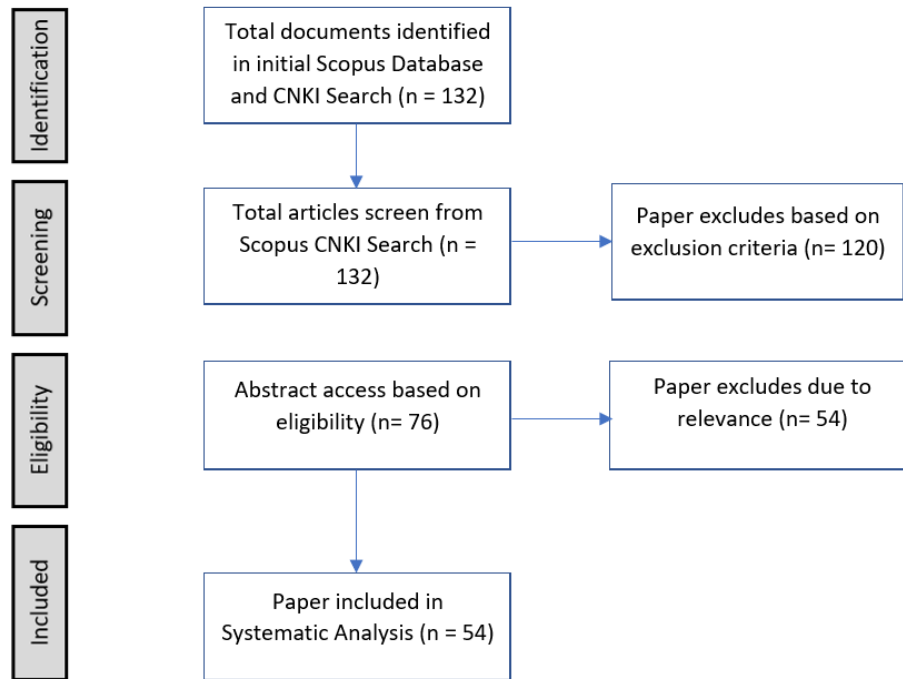


Figure 1: systematic literature review by using PRISMA guidelines.

The primary purpose of this review is to offer a comprehensive analysis of the previous research that has been done on urban commercial signage. The PRISMA 2020 guideline, which is an important guideline for reporting systematic reviews to evaluate the appropriateness of the methods and, as a result, the trustworthiness of the findings, will be implemented in this study. Figure 1 presents an in-depth look at the flow chart that constitutes the research framework. It is based on the flow diagram for new systematic reviews that can be found in PRISMA 2020, which includes searches of the CNKI and SCOPUS databases. The purpose of the study and the parameters of the search are outlined. Following the PRISMA structure, the search process included the following four steps: I. recognition; II. screening; III. qualification; and IV. participation. First, the following search terms were used to retrieve data from the Scopus and CNKI databases: "urban signage," "sign AND type," "retail signage," and "retail signage." The search terms were focused on various types of signage used in businesses. Because signage is such a broad concept, terms like "storefront signage," "urban signage," "sign," and "type" are all appropriate terms to use when discussing it. Databases were screened and limited according to the inclusion criteria, which included English language, Mandarin language, and publication years after 2000. Following the application of the following filters—language (both English and Mandarin), publication year (greater than 1999), and document type—we came up with 132 results from our search (articles and conference papers). After that, the titles and abstracts of the papers were analysed to determine whether or not they were relevant to the subject matter and primary objective of this research. The full texts of each article were read in order to ascertain whether or not they were suitable for inclusion in this research. This was the second step in the inspection process. When this strategy was applied, it was determined that 12 of the articles did not satisfy the extraction requirements, so they were removed from consideration. The final screening procedure resulted in the

production of 54 papers that satisfied the inclusion criteria for this evaluation. This was accomplished by normalising the keywords into singular, plural, and the same context forms. Table 1 shows the search keywords and the total documentation found in SCOPUS and CNKI.

The search keywords and the total documentation found.

Table 1

Search Keyword	Filter	Query String	Total Documents Found
Urban Signage	1. Publication year : >1999 2. Language > English 3. Document Type: Article & Conference Paper	TITLE-ABS-KEY (urban AND signage) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "cp") OR LIMIT-TO (DOCTYPE , "ch") OR LIMIT-TO (DOCTYPE , "re"))	70
Storefront Signage	1. Publication year : >2000 2. Language > English and Mandarin 3. Document Type: Article & Conference Paper	TITLE-ABS-KEY (storefront AND signage)	12
Retail Signage	1. Publication year : >2000 2. Language > English and Mandarin 3. Document Type: Article & Conference Paper	T TITLE-ABS-KEY(retail signage) AND (LIMIT-TO (SUBJAREA,"BUSI") OR LIMIT-TO (SUBJAREA,"ENGI") OR LIMIT-TO (SUBJAREA,"SOCI") OR LIMIT-TO (SUBJAREA,"ARTS"))	25
Signboard and Type	1. Publication year : >2000 2. Language > English and Mandarin 3. Document Type: Article & Conference Paper	TITLE-ABS-KEY (signboard AND type) AND (LIMIT-TO (OA , "all")) AND (LIMIT-TO (SUBJAREA , "ENGI") OR LIMIT-TO (SUBJAREA , "SOCI") OR LIMIT-TO (SUBJAREA , "ARTS"))	25

3. Literature Review

From the literature review, we identified there are several topics that related with the urban signage that commonly study by scholars. These includes the role of typography in modern design, modernology, typeface design and development trends.

3.1. The Role of Typography in Modern Design

3.1.1 The aesthetically pleasing aspects of typeface design

The transmission of information is an essential purpose of written text. When it comes to design, it is important for us to have a solid understanding of the individual qualities of each font, but we must not forget that text also

serves an aesthetic purpose. Customers will have an enjoyable aesthetic experience thanks to the numerous font design forms that can bring about a variety of design effects to the signboard. The posture of Chinese characters is graceful, and they are dignified, stable, and flexible in their structure. Dots and lines make up what are known as radicals, and radicals make up what are known as fonts. The feelings of the viewers are merged into one entity with the fonts. Typefaces such as regular script, official script, and running script are very common in today's visual design; however, different types of fonts evoke different feelings, and these feelings are determined by the shape of the font itself. In other words, the shape of the font itself determines the emotion that the font evokes. The theme is conveyed throughout the text, and it possesses very particular content. The most essential method of design is to express the meaning of the text through visual images. The further development of the design level is exemplified by the combination of the graphic association in the font design and the text. This is an important aspect of the design.

3.1.2 The manifestation of the typeface design

The design of fonts is an important form of artistic expression in the field of design. Not only does it play an important part in contemporary design, but it also has a significant influence on the design of advertisements. Because fonts can take on a wide variety of expressive forms during the design process, they have the potential to contribute to the formation of a one-of-a-kind aesthetic that reflects the spiritual and cultural connotations of design as well as the evolution of the modern era. A well-designed font can demonstrate a country's cultural soft power and express the characteristics of its culture. Because of its long history, China has a culture that is full of rich connotations. This form can distinguish regional differences, and our designers can use the differences in words to form their own design styles. Because fonts can reflect individuality, this form can also distinguish regional differences. Characters are the representative things in people's lives and cultures, and character symbols have a complex expression system that conveys meaning. In today's design, effectively expanding the sign's influence can be accomplished by using the distinctive expression offered by fonts to enhance the viewing experience offered to individuals. The design of fonts is another form of artistic expression that is becoming increasingly popular. The design sense of the work can be improved by designing the fonts that will be used in the case, and the customer's impression of the signboard design can be deepened by doing so as well. This will result in the most intuitive feeling possible within the visual experience.

3.1.3 The influence of font design on the effectiveness of communication

Fonts are an important visual element in design. Fonts are given their own distinct personalities by their designers in order to ensure that they are able to fulfil their primary function of effectively communicating information. The reformatting of the text font and the change in form will not have an effect on the information that will be expressed by the text; however, they will have an effect, at least to some degree, on the effect that communication will have. Therefore, we should make use of the aesthetic vision, the meaning of the text, and the purpose conveyed by the signboard in order to redesign the font design in terms of size, structure, typesetting, and other aspects, so that the fonts in the design of the signboard can effectively convey the profound meaning of the text.

3.2. Development Trends of Modern Signboard Design

According to the data provided by the National Bureau of Statistics [6], China's urbanisation rate will have surpassed 60% ahead of schedule by the end of 2020, with a permanent urban population of more than 800 million people, which will continue to grow in the foreseeable future. The formation of the city is a historical event, and the city itself is the result of the development of commercial civilization. The development of cities in ancient China was intimately connected to the beginnings of the private market and the accumulation of personal wealth. The rise of industry and commerce during the Industrial Revolution paved the way for the expansion of urban areas in western regions of the world. The quickening of the pace of the industrialization process was directly connected to this phenomenon. According to this point of view, contemporary urban governance needs to respect commercial civilization while also inheriting from it and innovating within it.

The expansion of commercial activity is inextricably linked to the growth of cities. The commercial activity of a city is well-known, and the accumulation of commercial civilization over time has led to the development of a city's rich history and its memory of civilised activity [7]. The pursuit of equity, competition, efficiency, the spirit of the contract, and a sense of integrity within the context of business is the origin of modern civilization and promotes the development of urban civilization. A commercial civilization that cultivates an open and inclusive urban character, cultivates the city's excellent civic culture, and improves the efficiency of urban governance can do all of these things if it follows the rules and values credit. Both urban governance and commercial civilization do not stand in opposition to one another; rather, they complement one another and make each other better. Signs made of a variety of materials and in a variety of shapes are widely used in the streets as a result of the development of today's social science and technology. Additionally, the design of the fonts used in the signs is diverse. More consideration needs to go into the typography of a signboard for it to play an important role. Customers can learn a lot about the store's character from the signboard, which is the most important component of this aspect of the business. The image of the signboard as a whole is formed by each component, from the shape and size of the signboard itself to the material it is made of, from the design of the font to the size of the font [8]. Urban sign is a polycode text that combines verbal, architectural, compositional, graphic (including font), color, pictorial [9]. The atmosphere helps to build a harmonious relationship, and the only thing that can impress customers is the font design that is related to the sign design. Things that are of high quality will never go out of fashion. When developing contemporary signboards, we need to keep in mind that signboards are an essential component of the urban streetscape. Additionally, we need to take into consideration the harmony and cohesion of the shops, the signboard content, and the customers. They will realise the optimization of the urban environment and create a harmonious urban environment through the design of signboards [10], which will be the icing on the cake for the future urban beautification effort.

3.3 The Relationship Between Font Design And Signboards

A signboard is a type of sign that is typically hung in front of a store in order to function as a sign for the store. The name of the store and its logo are shown on it the majority of the time. On the archway that is in front of the door, it may be referred to as a store sign, and it may include vertical, horizontal, or horizontal inscriptions. In spite of the fact that there is a large gap between the design level in my nation and that of other countries, my

country is also making amazing development in the design of signboards. The designer has the ability to select various typefaces to put on the shop sign depending on the message that they want to convey, which can help to further develop the store's overall concept. We incorporate words into the design of the signboard so that the information on the signboard can be accurately sent, and so that the product brand may be displayed. When we are producing, we need to place a strong emphasis on a harmonious interaction with the store decoration, putting particular emphasis on the culture of the store as well as the customer aesthetics of the text design. In the 1940s, almost all of the text that can be read on the advertising and signboards that can be seen on the street was made by hand by art practitioners. [Citation needed] [Citation needed] The most prosperous time was during the design of typefaces for use in the Republic of China, which were used extensively in a variety of contexts including book binding, newspaper mastheads, wall slogans, store signage, and so on. During the Renaissance period of Chinese typeface design, eminent artists were responsible for recreating a few of the old signs. When we came across these signs when we were out shopping, it was like being guests at an exhibition. At that time, there were no computers available for customised sign design, so almost all of the signs that were shown on the walls were handwritten. Because the previous private ownership has been taken over by the government, it is impossible for us to make out the handwritten inscriptions on the old signage. People are more drawn to chains as a result of the ongoing consolidation of brands and the transformation of billboard advertisements into advertisements with the purpose of achieving practical propagandist goals. In the past, the fonts that appeared on the signboards were handwritten in order to market the store and ensure that customers felt welcome. The signboard for the restaurant, which is sometimes referred to as a "wine flag" on occasion, is the oldest design for a signboard and features a lively typographic design to boost business. On the signboard outside of the restaurant, the size of the restaurant's typeface is written. As a result of Beijing's growing commercial importance during the Ming and Qing dynasties, the city's stores over time gradually developed their own unique culture of signboards. The handwritten typefaces used in the design of the signboard are more functional, and the handwritten signboards that are found on the street each have their own unique style and set of characteristics.

4. Conclusion

Based on the articles reviewed from 2000 to 2022, it can be concluded that there are many studies that have examined urban signage design. However, the findings show that there is a lack of urban retail signage design literature conducted in China. There are two relevant researchers' studies that were conducted in Shenyang and Beijing. However, only one study on signage design was conducted in Xi'an, and it focused on signage and advertisement design. A small amount of qualitative research and content analysis research is also carried out. Most of the studies are focused on survey and interview studies.

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