

The Study on the Approach of Urban Architectural Color Planning Based on the Environmental Metaphysics

Zhen Wang¹, Shan Dou^{2*}

¹Guangdong University of Science & Technology, Dongguan, China

²Liaoning Normal University, School of Fine Arts, Dalian, China

*Corresponding Author.

Abstract:

Urban architecture is an important part of urban space, and it shows the city's regional characteristics and local customs. With the development of the city, there are some disordered problems of the color in urban architecture. Based on the interaction among people, urban architecture and color, this paper studies and discusses the planning path of urban architecture color. According to Maslow's hierarchy of needs, the psychological and behavioral needs of residents in the urban building environment are divided into four levels, they are the physiological needs of stability and safety, the visual needs of beauty and comfort, the identification needs of domain division, and the belonging needs of spiritual culture. Furthermore, the paper discusses the ways of urban architectural color planning in China from a macro perspective: establishing emotional dimensions to create a safe space environment, coordinating the relationship between map and base to control color comfort, strengthening the guidance of color behavior to build an orderly architectural environment, paying attention to color cognitive map to continue the color context. Finally, a stable and safe, visually pleasing, scientific and reasonable urban architectural environment that meets people's physiological and psychological needs, has local regional characteristics and shows local culture should be established.

Keywords: *Environmental metaphysics, Urban architectural color, Urban color planning, Human humanized city.*

I. FOREWORD

In the background of material exchange, information convergence and the global convergence, and the internationalization trend of building pipelines and materials, the dominance of local building materials are becoming weaker and weaker. Also, the regional color characteristics of urban buildings are gradually decreasing. How to find an easy, efficient and feasible planning path for the urban architectural color is an important option to comprehensively improve the construction of social governance capacity, and it has become the primary problem to strengthen the urban style management under the current background of urban refinement. Based on this background, this topic will explore the perceptual urban architectural color from the perspective of environmental psychology, pay attention to the role of color on human physiology

and psychology, and use people's different psychological feelings on different colors to create a more suitable for people's living, work, entertainment and living environment. Then, it provides a feasibility study path for establishing a human city, exploring the formation law of urban architectural color, and finding the development track of its own color. We should try our best to develop the urban living environment, continue the historical context, strengthen the urban differences, improve the comfort of urban people's living and working environment, and assist the realization of specific functions of buildings by establishing the scientific and reasonable urban architectural color system [1].

II. THE DEFINITION AND THEORETICAL SUPPORT OF THE CONCEPT OF ENVIRONMENTAL PSYCHOLOGY

2.1 The Concepts of Environmental Psychology

Environmental psychology is based on the long-term ideological philosophy and people's cognition of the environment to form a multi-domain interdisciplinary discipline, mainly studying the relationship between the environment and human psychology and behavior, that is, the interaction between people and the environment. While the environment has an impact on people, people will in turn affect the environment [2].

A good building environment will make people get excellent visual and perceptual experience. Through scientific and appropriate planning of urban architectural color can improve the work efficiency of office staff, the life happiness index of urban residents, reduce the bad behavior of school students, and assist doctors in the treatment and rehabilitation of patients. At the same time, it also gives feedback to a good atmosphere of urban architectural space environment, and based on the perspective of urban psychology, to explore the essence of urban architectural color system is to create a better and more pleasant living environment for people.

2.2 Environmental Sensory Perception and its Cognition

Sensation refers to the sensing of real environmental information to the brain, which the brain forms perception after processing, which is generally divided into vision, smell, hearing, taste, touch and motion, etc., the influence of vision is the most important in the study of urban architectural color in this topic.

The environment brings people a certain range of sensory stimulation, that is, the sensory threshold. If you lack excessive stimulation, you feel deprived, and if you do, you can cause panic. In the color planning system of urban architecture, there are various factors affecting the spatial environment, and the urban architectural environment composed of color has the greatest impact on human vision, which will have an important impact on people's psychological feelings [3].

Urban building color is not only the objective existence of urban real color, but also the cognitive subject cognitive object color in perception, people through the perception of urban color style will form

the psychological image of architectural color, the feeling thinking theory applied to urban architectural color planning, trying to shape suitable for living, work, entertainment, life of human urban environment to provide new planning path. Therefore, the urban color planning based on the visual thinking theory should first study the color image of urban architecture, extract the urban architectural symbols, and shape the color characteristics of urban architecture.

2.3 Environmental Perception

Environmental perception refers to the immediate and direct response of an individual or group to environmental information. The environment can bring people stability, but when the environmental factors change, the stable state of individuals will be broken, which will affect the psychological feelings and external behavior. In the urban architectural color environment, people's sensory system first receives the surrounding architectural color, and then the sensory system identifies the color of attraction. A good urban environment will give people an excellent perceptual experience, while human feedback also gives a good atmosphere to the urban space environment.

2.4 Environmental Cognition

Environmental cognition studies how people identify and understand the environment, including environmental imagery, distance judgment, spatial orientation [4]. Road addressing, place naming, etc. From the point of view of urban architecture, different regions show different characteristics. All kinds of permanent public buildings, civil buildings, Bridges, street square, urban sculpture belong to urban buildings, these are part of the urban building color, according to the function of the urban main buildings can be divided into residential, commercial district, administrative office, industrial zone and other building divisions, has a clear boundary between different areas, according to the different cognitive subject change in urban building and change.

III. OVERVIEW OF URBAN ARCHITECTURAL COLORS

The concept of urban color appeared at the turn of the century, which is a frontier proposition caused by the chaos of the current macro city image. Urban color planning is an effective means to improve the city image, establish a pleasant vision, in line with people's physical and psychological needs, with local regional characteristics, and show the living environment of local culture. Since the urban color discussion was held in Beijing in 2000, it has been adopted by the planning and management departments in more than 30 cities.

In a broad sense, urban color includes natural colors and artificial colors. Natural colors include the climate, the mountains, the vegetation, and the sky. Artificial colors include roads, Bridges, facilities, buildings, green space, products and folk customs [5]. Among many factors, architectural color occupies the main landscape of the city. Urban architectural color is not only the building facade color design, but also an important part of the urban style, reflecting the urban environmental quality, reflecting the urban

regional characteristics, history and culture and cultural connotation. With the progress of social environment and building technology, a visual effect of many factors is formed. From the level of environmental visual perception, urban architectural color is also the main part of the sensory stimulation to people.

Urban architectural color planning is an effective and reasonable zoning, maintenance and macro-control of urban landscape and architecture from the perspective of color. The color of urban architecture is oriented to the public. Urban architecture should not only be the individual aesthetic behavior of decision makers and designers, but also combine the aesthetic needs of the public in specific areas of the city, and represent the public's cultural literacy and fashion pursuit of the public. Urban architectural color can make people experience the surrounding atmosphere and artistic conception, and produce a certain range of sensory stimulation. A good urban architectural color environment will make people get excellent visual and perceptual experience, and then improve work efficiency, improve the life happiness index, etc.

IV. COMPARATIVE ANALYSIS OF THE CURRENT STATUS QUO OF URBAN ARCHITECTURAL COLOR RESEARCH AT HOME AND ABROAD

4.1 Research Status of Architectural Color in Foreign Cities

Urban architectural color is an important element of urban environment. With the advent of industrial society and post-industrial society era, the influence and effect on urban environmental quality have become more and more prominent. The international academic attention to the issue of "urban color" began in the 1970s. At that time, the protection and restoration of the old city was taken as an opportunity, and later gradually expanded into a comprehensive study of the role of "color factors" in the urban landscape. Representative countries include Japan, Italy, France, the United Kingdom, etc. They have specialized scholars and research institutions to conduct systematic research on the problem of "urban color", and have applied color planning to urban construction and management, and have achieved remarkable results [6].

Japan has set up a special color planning center and has relevant color planning methods, and the main cities with relatively prominent color planning results are mainly Kyoto, Osaka, Kawasaki, Tokyo and so on. Italy has the color planning of forest city, with the restoration of historic ancient building facade as the starting point, arousing the academic, public and government decision-making departments to protect the awareness of human living environment from the perspective of urban level and color. In France, Jean-Philippe Lenclos is the most prominent, and his first "color geography" has formed a profound influence in the industry. In addition, there are many distinctive cases to be studied, and the prominent representative is Jaipur, India. Jaipur is a deep color tradition, through several color planning and through legislation compulsory management of the city, through a series of low cost, combined with space, government-led and mandatory strategy and methods, retain and develop the traditional color of the city, has high research value and reference significance [7].

4.2 Research Status of Urban Architectural Color in China

Urban color theory research in our country and color planning practice started late, according to Internet data, since March 2000, Beijing issued regulations about Beijing building order, put forward "to create a stable, broad, simple and elegant urban environment, the color of the building of Beijing color should be adopted based on gray composite color." The order in Beijing has sparked a discussion about urban color planning, and triggered related research and planning practices across the country. Among the 49 "larger cities", 38 cities have carried out urban color research, planning and management, of which 35% have only issued relevant plans or guidelines, but not established implementation guarantee mechanism; 37% have issued technical planning and management measures. But in terms of the implementation effect, the planning effect can not be reflected.

Urban color theory is gradually valued in some cities and applied to practice, such as Hangzhou, Suzhou, Xi'an, Beijing, Wuxi, Anhui, Guangzhou, etc., the theme of urban color is "ink color" and issued the Measures of Hangzhou Urban Building Color Management; its results include Hangzhou Urban Color Planning, Special Color Planning of Main Urban Building, Hangzhou Urban Color Planning of River District, Cross-strait Color Planning of Beijing-Hangzhou Canal (Hangzhou Section). Hangzhou is an excellent representative of domestic color planning work, whether in terms of starting time, planning strategy and methods, comprehensiveness or completion degree. Wuhan is to "Wuhan city color planning" "Wuhan city building color control technology guidelines" "Wuhan city building color management regulations" as the support, build the "planning guidelines" color control system, and issued the Wuhan city building color and material control technology guidelines, on the basis of overall positioning and main color, refine the color partition control standard. Changsha on the basis of the Changsha city color planning, put forward color partition and building function classification, based on the classification of building function, and successively issued the Changsha city building color management regulations, the Changsha city building color control technical guidelines and the Changsha building color recommended use spectrum (trial), requires all declare new building scheme, the facade color must be selected from the chromatographic [8].

In domestic also emerged a group of outstanding experts and scholars committed to the study of urban color, such as Ji'an-ming song, Yin Sijing, Guo Hongyu, Cai Yunnan, Cui Wei, etc., systematic research on urban building color rarely more comprehensive, for urban color carrier and urban color relationship material elements of planning organization, and rarely to the relationship between the environment and people, urban color bottom of psychological cognitive level research and design. The method of urban architectural color planning includes not only the material space planning method of urban color, but also the cognitive analysis method of urban color.

Comprehensive, this research topic from the perspective of environmental psychology, combined with the iconic node spatial impact analysis, spatial annotation analysis, sequence visual analysis and semantic analysis method of urban building color planning path, the interaction of the environment into urban color planning is the supplement and perfect, is a complementary attempt to Chinese urban building color theory,

from the perspective of users of urban color planning elements of new path. Lay a foundation for urban planners to plan, design, manage and evaluate and establish a set of feasible operation methods and management regulations of urban architectural color [9].

V. ANALYSIS OF URBAN BUILDING SPACE AND POPULATION BEHAVIOR CHARACTERISTICS

People's activities create space, and people need to have a sense of identity and belonging to the space where they live. The spatial environment of different factors will also have a certain impact on people's behavior. This paper is based on the environmental line, so it is very necessary to investigate and analyze the relationship between crowd behavior and building space [10].

In China, the urban building space can be divided into residential areas, commercial areas, administrative office areas and industrial areas according to the functions of the main buildings. According to the ultimate goal of urban related groups to reach the urban architectural space, it is mainly divided into activists, workers and residents, with different psychological needs, behavioral characteristics and activity content between them.

In urban space environment, building space cognition including the distance of building space, direction, location, organization and other information, the mastery is also known as spatial cognitive ability, different people have different spatial cognitive ability, it is related to its age, gender, education, etc., usually, adults than children and the elderly cognitive ability, integrate spatial information faster.

5.1 The Division of Urban Architectural Space

5.1.1 Analysis of residential building space

In the residential building space environment, the building space system is relatively simple, generally the building is the main line connecting each regional nodes, supplemented by other paths, the path network is relatively simple, the spatial structure level is relatively clear. For urban residents, residential areas are their living space and place. When they go home from work or relax every day, they will always feel the spatial environment around the city. Therefore, the establishment of an orderly residential building color will directly affect the psychological feelings of residents. For those who have lived in the residential area for a long time, they have a deep memory and emotional sustenance for the surrounding environment. The relationship between the color of the residential building space has a very important impact on the sense of belonging.

5.1.2 Architectural space analysis of industrial zone

In the urban building planning, the industrial land of different properties forms different industrial zones. For example, machinery, volunteers, manufacturing industries, all kinds of industries are arranged

in different areas, and the industrial zone contains a basic industrial zone, which is a part of the industrial hub. Industrial enterprise groups or for the collaborative manufacturing of supporting products, or on the basis of the joint use of municipal engineering facilities.

Industrial park location in urban buildings is more inclined to the suburbs. Presents a large number of buildings in the park, which mainly with practical functions, mostly simple and lively color blocks. The population quality of the urban industrial zone is low, and the activists in the park mainly work, which are less affected by color contrast and color harmony, and more need to plan the architectural color of the industrial zone from the perspective of the overall planning of urban buildings.

5.1.3 Analysis of commercial building space

In urban construction and business districts, business activities and entertainment activities occur the most frequently, including shopping and consumption, catering parties, communication activities, business discussions, etc. It can not only improve people's emotional state, but also meet people's material and spiritual needs. Activists are the main people in the business district. They shop, consume and entertain here while gaining physical and mental satisfaction. There are three main kinds of activities: entertainment, walking and rest.

In the process of commercial and entertainment activities, people pay more attention to the architectural environment within a limited range, which is mainly influenced by color elements and color tone. At this time, the color environment of the urban business district can directly affect people's emotional state, consumption desire and activity experience.

5.1.4 Analysis of administrative office building space

Workers are an important part of the people related to the building space of the administrative office area, with shopping guide, drainage, reception, service as the main tasks, including store staff, hotel waiters, cinema conductors, leaflets, etc. Workers are in the commercial atmosphere for a long time, and receiving the environmental stimulus composed by color factors affects their emotional state, which determines the service attitude towards customers, and directly affects the economic benefits of the business.

5.2 Analysis of Population Needs in Urban Architectural Space

According to Maslow's hierarchy of needs, the psychological and behavioral needs of urban residents in the urban landscape environment can be divided into four levels, namely, the physiological needs of stability and safety, the visual needs of beauty and comfort, the identification needs of domain division, and the needs of spiritual and cultural belonging.

5.2.1 Physiological requirements for stability and safety

The sense of security is the most basic physiological needs of people, and security is the primary consideration of urban people in the process of activities. Based on this premise, the utilization rate of urban architectural space can be improved. In urban architectural colors, there are mainly five factors that directly or indirectly affect people's physiological needs: modeling, volume, light, material and color. For example, in the same urban architectural scene, different architectural colors will give people different feelings. Colors with high brightness and low chroma will give people a more stable experience, while colors with high saturation will give people an uneasy feeling.

5.2.2 Aesthetic and comfortable visual requirements

After meeting the basic safety needs, people's needs rise to the demand for environmental comfort. Japanese color designer Shingo Yoshida believes that "color itself does not exist charm or ugliness, the main problem is how to use color". Therefore, how to reasonably match architectural colors determines the level of aesthetic comfort of the environment. From the perspective of people's visual viewing habit and color's psychological feeling, color can make people have two different visual feelings, positive and negative. In addition to the color collocation of the object itself, color collocation also includes the collocation of color with natural environment and artificial environment. Therefore, the main melody color, the auxiliary melody color and the emphasis color in the urban landscape depend on each other, and the color design of each building is unified in the process of the overall urban architectural color design, and it is rich in its own color changes. For example, the background color of the main building should be harmonized to form a beautiful and comfortable urban architectural color.

5.2.3 Identification requirements for domain division

The identification of architectural space environment is the extension of behavior based on the perception of space. The deeper the perception of urban architectural color, the stronger the recognition of its spatial domain. Kevin Lynch points out that "every sense in the city produces a reaction, which is combined into an impression". The space domain divided by architectural color is easier to identify than that divided by morphology, and can improve the sense of architectural space order. The ultimate goal of the domain of architectural color is to satisfy the function of environmental cognition and identification that people in environmental psychology need to have in the space domain.

5.2.4 Spiritual and cultural attribution needs

On the one hand, urban architectural color shows the historical development of the city, on the other hand, it also shows the local cultural image and implication. People's demand for urban architectural color is also reflected in the collective demand for this environment, that is, to meet the expectation, desire and identity of community belonging, regional culture. To satisfy the spiritual pursuit of place belonging is mainly manifested in three aspects, namely, geographical culture color, historical context color and urban

architecture color. City architectural color is an expression of city memory and city spirit. Every city has its local regional culture. For example, when talking about Jiangnan, people think of the horsehead wall with white walls and grey tiles.

VI. COLOR PLANNING STRATEGY OF URBAN ARCHITECTURE IN CHINA BASED ON ENVIRONMENTAL PSYCHOLOGY

Based on the basic principles that urban architectural color planning should follow: seek common ground and common development, match pleasant aesthetic, control and adapt to development, through its basic principles, standardize and define the scope of method use, clear the standard of construction methods, to avoid the blindness of the use of methods. At the same time, it is also necessary to fully analyze the surrounding landmark buildings, important buildings and functions, house density, building height, urban building space function analysis, and protective buildings. Fully considering the advantages of terrain and terrain is more conducive to the establishment of regional architectural characteristics and a wide range of awareness, to give people a good living experience, but also can increase the characteristics and value of the building.

6.1 Establish Color Emotional Dimensions to Create a Safe Space

Urban architectural color has a constructive effect on human psychology. Usually, the environment color is too monotonous, will bring people a boring sense, but if the environment color is too messy, will bring people unhappiness, panic and other emotions. In general, people have a high acceptance of low color color. The active color can be used to play the dominant environment and plays the role of coordinating the environment and transition and mitigation. Paying attention to people's cognitive psychology of color and maintaining the coordinated and orderly environmental color will bring people pleasure and comfort, which is conducive to creating a good urban architectural color environment [11].

Urban buildings will involve a lot of facade modeling, to be simple as possible, and reasonably control the external wall modeling, color situation for comprehensive analysis, fully investigate and understand the wide understanding of local people's cognition, adjust measures to local conditions, and formulate scientific and feasible color scheme. At the same time, it is necessary to comprehensively consider the local climate characteristics and light conditions, according to develop a scientific and reasonable color scheme of the building facade, so as to further improve the comfort of the living environment.

The reasonable and effective establishment of the emotional dimension of urban architectural color will bring people pleasant physical and mental feelings, which will give people a feeling of comfort, relaxation and stability, but also promote the residents' rest, relieve fatigue, and bring positive emotions. By coordinating the contrast relationship between architectural color environment, maintaining the appropriate contrast intensity and color order will bring activists a dynamic, interesting and vivid architectural space environment, so as to promote the enthusiasm of activists to participate in the activities, improve work efficiency and consumption desire. Through the control and coordination of the urban building color

environment.

6.2 Coordinate the Relationship between Graph and Base to Control Color Comfort

The main influencing factors of the graph bottom relationship of urban building color are the building area contrast and color contrast, including color contrast, brightness contrast, color contrast, cold and temperature contrast, etc. In urban building color contrast, can use more similar color contrast and adjacent color contrast, in the case of weak color contrast degree, will bring relatively calm, soft, comfortable feeling, increase the adjacent building area carrier coordination of the integrity of the relationship, but cannot use excessive, otherwise will cause building space activists drab and boring. When using contrast color and complementary color contrast in the building, it will give the activists a lively, bright and excited feeling, and will stimulate the work effectiveness and efficiency of the activists. In the lightness contrast of urban architectural color, there is an important constraint on the expression of spatial level. The medium lightness contrast is used more to maintain the balance of the relationship of the graph bottom. Control the intensity of the contrast and increase the vividness of the urban architectural map bottom relationship. The weak contrast of lightness should be adjusted based on the lightness tone of the building color itself, and reasonably controlled according to the volume, area and quantity. Low lightness tone is heavy, mysterious and dull; medium tone is simple, soft and stable; light, bright and pure.

In the contrast of urban architectural color degree, based on different color degree tone is considered. The color of low color tone will bring a feeling of peace and stability to the activists, which can increase the coordination of the graph bottom relationship and promote the inclusiveness of the urban architectural color environment. When the medium color degree tone is used, its number, area and volume can be controlled to prevent the phenomenon of color chaos. The architectural color with high color tone has great influence. Although it has certain publicity for commercial activities, too many bright colors will bring strong visual stimulation to people, which is not conducive to the establishment of the graph bottom relationship, easy to cause the chaos of the color environment, and bring unhappiness to the activists in the space.

Residential buildings are suitable for warm color tone, while industrial buildings can use cold color tone. Color area is an important factor, especially for large volume buildings, if the area of the figure and the background is similar, it is necessary to control the intensity of the contrast between temperature and temperature, to prevent visual stimulation to the activists. Color will directly affect the effect of cold and temperature contrast, the higher the color, the colder the cold color, the warmer the warm color; color is reduced, the sense of temperature and temperature. So control the intensity of the temperature contrast, is also the control of color. Under normal circumstances, graphics and background elements are warm tone or cold tone, will promote the residents to relax, rest. The building color is mainly warm yellow and reddish brown, suitable to create a warm living environment; reduce the main color, improve brightness, relieve the sense of pressure on the environment. For commercial buildings, to improve the vitality of architectural color, appropriately increase the complexity of environmental color, can promote the enthusiasm of activists. For residential buildings, to create a comfortable color environment, appropriately reduce the

complexity of environmental color.

6.3 Strengthen Color Behavior to Guide the Construction of an Orderly Architectural Environment

Color has the role of organizing spatial order, enhancing spatial recognition, strengthening behavior guidance, and creating a safe and orderly urban building environment. In different areas, there will be a corresponding color environment. When the architectural color is in an orderly state, it will make the activists have a stable mood. When the architectural color is in a disorderly and chaotic state, it is easy to produce fluctuating mood. When the color environment is in complete unity, local unity and organized complexity, it is easy to produce a stable state for the activist, and the environmental stimulus is relatively low. When in unorganized complexity, synergistic complexity, it is easy to make an active state, environmental stimuli are relatively high. Through the perception of the color environment, people produce the corresponding pleasure and arousal levels, affect people's visual experience and psychological feelings, and jointly determine the emotional state. In a pleasant and awakening state of color environment, will produce excitement, lively and other feelings, can improve people's enthusiasm. In the color environment of unpleasant and awakening state, it will produce irritability, panic and other feelings, and even want to escape. In the unpleasant color environment, will produce boring, boring and other feelings, reduce people's enthusiasm. In the pleasant color environment, will produce quiet, stable and other feeling, suitable for people to relieve fatigue, rest and relax. Therefore, the urban architectural color environment has a great influence on the activists, and it is necessary to deal with the orderly relationship between the urban architectural color carriers, including the order of the various composition and graph bottom relationship between the residential area, industrial zone, business district and administrative office area and the urban whole area.

Grasp the relationship between urban architectural color and people, and pay attention to the order and adaptability of the overall color of urban architectural color, urban architectural area color and the color of adjacent areas. For example, commercial buildings have unique commercial attributes, if the color is too uniform, the overall environment will appear too monotonous; if the building color is too individual, it will appear chaotic. Therefore, the urban commercial building area should be planned in the urban background to enhance the color richness of the urban building business district.

Because different cities' geographical location, climate conditions and other factors will be different, different cities will also present different natural landscape backgrounds. According to the different exposure time and intensity of natural light, it is divided into bright cities, medium bright cities, and cities in the shadow. For bright cities, the sky is generally blue, and the stronger the light is, the purest the blue it appears, and the brighter the city buildings look. In such a background, the color brightness of urban buildings has a large span and a strong black and white definition. In the planning of architectural color, we should pay attention to the use of smart color, to prevent the discomfort caused by highlights and glare. For medium bright cities, the color of the sky is not as pure as the blue of bright cities, while urban buildings show uniform changes in brightness. In this context, the urban architectural color should match the color phase and color degree, increase the middle level of lightness, so that it is in the ladder of change.

For cities in the shadow, the sky is generally bright gray, without excessive changes in brightness, and the rhythm is relatively gentle. Based on this background, the role and influence of urban architectural color over people can increase the contrast of color phase and lightness in adjacent building areas, enrich the sense of level of color environment, make people have a more comfortable feeling, and create a human city.

6.4 Attach Importance to People's Cognition of Color and Carry Forward Regional History and Culture

Cognitive map is people's cognition and feeling of the environment. People's cognition of the environment has a strong emotional color. Paying attention to the cognitive map in people's hearts is conducive to the construction of human urban environment. The precipitation and accumulation of color in the history of urban architecture is an effective strategy to continue the connotation of urban culture. At the same time, the color for the urban landscape has broken through its own sublimation to the spiritual field to make the city glow with the vitality of the spiritual level and vitality. Creating a good urban architectural color environment can effectively continue the local context, retain its inherent cultural characteristics, strengthen the application of traditional cultural color, explore the spiritual connotation, and enhance the spiritual identity and belonging of regional people. Therefore, the urban architectural color represents the urban context and city spirit, bearing the long history and unique cultural symbols. In the design of urban architectural color, it is necessary to fully consider the inheritance of urban spirit and culture, refine the urban natural, cultural and artificial colors, and moderately transform and apply them to the urban architectural color. The main color of the architectural landscape color is mainly the traditional color style, and the color is carried out according to the three attributes and composition area of the color.

If the architectural color and graphic color are too unified, the whole and local urban buildings will appear monotonous, the color will appear no vitality, monotonous. If the color is unified, the graphic color is divided into several different building space environments, and each part shows simple differences. Although the whole building looks rich in change, the color environment of the specific building area will still appear relatively monotonous. Each part of the building area is involved with each other, and the complexity at the intersection will lead to excessive color environment stimulation, easy to bring negative emotions to people, and can change the monotony and complexity of the color environment in a specific urban building area. Maintaining the orderly difference of color can make the overall color and local color environment of a specific building area more rich, and the regional space environment is full of vitality, which is easy to bring positive emotions to people [12].

Various factors have an influence on the color of urban architecture. Urban architecture is composed of a variety of color carriers and has different characteristics, jointly affecting the order of urban color environment. Analyze the psychological behavior characteristics of different subject population and its psychological influence, build the relationship between environmental psychology and historical street color, namely the bottom relationship and color tone, organization and color order, cognitive map and color bearing, emotional dimension and color experience, jointly create suitable for living, work, entertainment, life living environment. Then, in order to establish a human city, improve the urban living environment,

continue the historical context, strengthen the urban differences, improve the comfort of urban people's living and working environment, and assist the realization of specific functions of buildings.

In the color design of urban architecture, people's psychological behavior needs should be fully considered, the order of urban architectural environment color should be re-respected to avoid color pollution affecting urban people's life, and the phenomenon of high color, high brightness and chaotic collocation should be prohibited in the color selection. Pay attention to the cultural differences of different urban regions, carry out reasonable color harmony and color guidance according to different architectural areas and people's psychological feelings, and adjust and limit according to the site and space functional requirements of specific architectural areas.

This paper is the 2020 annual youth project of Guangdong University of Science & technology, "Research on Dongguan city color from the perspective of traditional culture", Issue number: GK Y-2020KYQNW-46.

REFERENCES

- [1] (Japan) Yoshida, Ximan CLIMAT Environmental Color Design Center. Environmental color design techniques · Block color construction. Beijing: China State Construction Industry Press, 2011.
- [2] Song Jianming. Colour Design in France. Shanghai: Shanghai People's Fine Arts Press, 1999.
- [3] Cui Wei. Urban Environment Color Planning and Design. Beijing: China State Construction Industry Press, 2006.
- [4] Yin Sihan. Urban Color Landscape Planning and Design. Nanjing: Southeast University Press, 2004.
- [5] Gou Aiping. From color to space · Street color planning. Nanjing: Southeast University Press, 2010.
- [6] Chang Huisheng. Architectural Environmental Psychology. Beijing: China State Construction Industry Press, 1990.
- [7] Yan Linshan. Application of Architectural Environment Psychology in Railway Passenger Station Waiting Space Design Chengdu: Sichuan Construction, 2010 (02): 62-63...
- [8] Lois Swirloff. The Color of cities--An International Perspective. New York: McGraw-Hill Professional Publishing, 2000.
- [9] Harold Linton. Color in Architecture: Design Methods for Buildings, Interiors, and Urban Spaces. New York: McGraw-Hill Professional Publishing, 1999.
- [10] Ed taverne. The color of the city. Longman, 1992, 73.
- [11] Lv Bin, Chen Tian, Kuang Xiaoming, Lu Xiaoning, Shi Huaiyu, Peng Yaoling, Huang Wenliu, Zhang Weihua, Wu Xiaolei. Institutionalized path of urban style control. Urban Planning, 2020, 44 (03): 57-64.
- [12] An Xiaojiao, Zhang Zhongguo, Geng Hongbing. The formation of public Interest Consensus-public consultation. Urban Planning, 2020, 44 (03): 130-138.