



Analysis of the current situation and problems of design intervention in rural construction under the guidance of rural revitalization strategy

Zhong Wei^{1b}

Faculty of Art, Nanjing Tech University Pujiang Institute, Nanjing, China

Email: 110121@njpji.cn

Abstract. With the background of rural revitalization, this study aims to discuss the status and problems of design intervention in rural construction. First of all, there are many difficulties in rural construction design at this stage, such as lack of concept, lack of system, out of practice and insufficient funds. Secondly, under the revitalization of rural areas, the design of rural construction should focus on achieving the harmony and unity of high-quality livable environment, natural resources and modernization development, as well as the overall planning of spiritual civilization and ecological civilization construction. In addition, in order to innovate rural construction design, this study suggests changing design concept, strengthening talent training, strengthening design practice and enriching capital structure. Through research, this paper aims to improve the level of design participation and serve the country and society.

Keywords: Rural revitalization; Rural construction design; Innovation strategy; Design practice.

1 Introduction

The rural revitalization strategy refers to taking the countryside as a whole, aiming to improve rural production and living conditions and promote agricultural and rural modernization, promoting the optimal allocation of rural resources, sustainable economic and social development through comprehensive management and a package of policies, and realizing the development of rural prosperity, ecological livable, and social civilization and harmony. Under the current strategic background of China's rural revitalization, rural construction design, as an important part of rural revitalization, plays a non-negligible role [1]. This paper aims to discuss the status and problems of the intervention of design in rural construction. First of all, we need to recognize the current rural construction design of the reality of the dilemma. On the one hand, the design concept of rural construction is lacking, and the aesthetic connotation is not enough. Many rural construction projects still stay in the simple functional construction, lack of attention to beautify the rural environment. On the other hand, the design of rural construction is not systematic and the design level is not comprehensive enough. Due to the scattered

© The Author(s) 2024

Z. Zhan et al. (eds.), *Proceedings of the 2024 10th International Conference on Humanities and Social Science Research (ICHSSR 2024)*, Advances in Social Science, Education and Humanities Research 858,

https://doi.org/10.2991/978-2-38476-277-4_138

nature of the design work and the lack of consideration in all aspects, there are deficiencies in the overall planning and details control of rural construction design. Thirdly, the design concept is divorced from practice and cannot play a practical value. Many design ideas pursue formal beauty and novelty, ignoring the feasibility and long-term maintenance in practical applications. Finally, due to the lack of funds, rural construction design is often difficult to achieve long-term development. The lack of sufficient financial support limits the depth and breadth of the design and restricts the overall effect of rural construction. Under the vision of rural revitalization, we should formulate the principles of rural construction design. First of all, creating a high-quality and livable rural environment is the primary goal. The design should pay attention to humanistic care, pay attention to the protection of rural ecological environment and historical and cultural resources, and create a livable and suitable rural environment. Secondly, we should achieve harmony and unity between natural resources and modernization. In the design, the natural resources and traditional cultural characteristics of the countryside should be combined with modern agricultural production methods to promote the upgrading and sustainable development of rural industries. Finally, we must balance the construction of spiritual civilization with the construction of ecological civilization. The design of rural construction should pay attention to the inheritance of rural spiritual and cultural heritage, promote the spiritual and cultural life of rural residents, pay attention to the construction of ecological civilization, and realize the harmonious coexistence of man and nature. In order to innovate rural construction design, we propose the following strategies. First, change the design concept and innovate the development model. In the design, we should pay attention to the characteristics and advantages of rural areas, learn from the technology and artistic means of urban design, and inject new vitality and creativity into rural construction. Secondly, we should strengthen the training of talents and consolidate the design foundation. Through strengthening the education and training of related majors, improve the design level and comprehensive quality of designers, and provide talent support for rural construction design. Thirdly, we should develop cultural and creative activities and strengthen design practice. By organizing activities such as rural art festival and design competition, we can stimulate the creativity and enthusiasm of designers and promote the innovative development of rural construction design. Finally, we should enrich the capital structure and promote the sustainable development of rural construction. The government and society should increase the capital investment in rural construction and provide more support and guarantee for the design. Under the guidance of rural revitalization strategy, rural construction design faces various challenges and difficulties, but it also has important development opportunities. Only by changing the design concept, strengthening the training of talents, focusing on practice and enriching the capital structure, can we better play the role of design in rural construction, improve the participation and level of design, and serve the development of the country and society.

2 The Realistic Dilemma Existing in Rural Construction Design at Present Stage

2.1 The Concept of Construction Design is Lacking, and the Aesthetic Connotation Is Difficult to Embody

In the current rural construction design, there is an obvious problem, that is, the lack of construction design concept, the aesthetic connotation is difficult to reflect. This problem is mainly manifested in the following aspects. First of all, there is a general neglect of aesthetic connotation in rural construction design. Because the rural construction design has been focusing on practicality and economic benefits for a long time, the degree of aesthetics is relatively low. This has led to many rural buildings with a single appearance, monotonous color, lack of uniqueness and artistry, and can not give people the enjoyment of beauty and spiritual satisfaction. The lack of aesthetic connotation also makes it difficult for rural construction design to form unique regional characteristics and cultural charm, which is out of touch with the historical and cultural background and natural environment of the countryside, and can not truly meet people's yearning and pursuit of beauty. Secondly, the lack of design concept in rural construction design is also a problem. Many rural construction projects lack clear design concepts and creativity, and more rely on existing models and experience for design, lacking innovation and uniqueness. This makes the rural construction design lack of individuation and differentiation, and it is difficult to meet the rural development requirements of different regions and different needs. Under the background of rural revitalization, rural construction design needs to pay more attention to the construction of spiritual civilization and ecological civilization, and pursue the harmonious coexistence between man and nature. However, due to the lack of guidance of design concept, rural construction often cannot really achieve this goal. In addition, due to the neglect of aesthetic connotation and design concept in rural construction design, the design is often disconnected from the actual demand and can not play the actual value. Some designs pay too much attention to form and neglect function, resulting in rural architecture can not meet the actual needs of farmers; Other designs pursue advanced nature and ignore practical feasibility, resulting in the design results can not be effectively landed. The existence of this problem not only affects the actual effect of rural construction, but also wastes a lot of resources and funds. Therefore, in view of these problems in rural construction design, we need to strengthen the guidance of construction design concept and pay attention to the embodiment of aesthetic connotation. In the formulation of rural construction design scheme, we should fully consider the characteristics of rural history, culture and natural environment, pay attention to individuation and differentiation, so that the design has unique regional characteristics and cultural charm. At the same time, we should also pay attention to the embodiment of functionality and practicality, to ensure that the design can meet the actual needs of farmers. In the process of implementation, it is necessary to strengthen the docking of design and actual needs to ensure that the design can really play a practical value. Only in this way can the rural construction design better provide support for the implementation of the rural revitalization strategy and contribute to the development of rural construction.

2.2 The Construction Design Lacks System and the Design Level Is Not Comprehensive Enough

In the current rural construction design, there is a prominent problem, that is, lack of systematicness, design level is not comprehensive enough. The existence of this problem seriously restricts the development and progress of rural construction. First of all, the lack of systematic rural construction design is mainly reflected in the lack of concept in the design process. Designers often do not have a clear system framework and methodology to guide them in the planning and design of rural construction. This leads to the design of randomness and randomness, lack of integrity and coordination. At the same time, the level and quality of designers are also different, and there is a lack of certain design standards and requirements. Therefore, it is difficult to guarantee the quality and effect of the design. Secondly, the level of rural construction design is not comprehensive enough, which is also a problem that cannot be ignored. In the design process, often only pay attention to the design of the building itself, and ignore the coordination and cohesion of other fields and elements related to it. For example, landscape design, transportation planning, environmental protection and other considerations are ignored or paid less attention. This leads to the one-sidedness and singleness of the design, unable to achieve integrity and integrity. In order to solve this problem, we need to improve from many aspects. First of all, rural construction design should establish a systematic framework and methodology to provide designers with clear guidance and standards to ensure the integrity and overall design. Secondly, designers should strengthen cooperation and communication with experts in related fields, and fully consider the influence and coordination of other elements, so as to improve the level and integrity of the design. At the same time, it is necessary to strengthen the training and education of designers, improve their design level and literacy, and create high-quality design works for rural construction.

2.3 Design Concept Divorced from Practice, Can Not Play a Practical Value

In the current rural construction design, there is a realistic problem, that is, the design concept is divorced from practice and can not play the practical value. This problem is mainly reflected in the following aspects: First, the design concept is disconnected from the actual environment. In the process of rural construction design, some designers often pay too much attention to their own design concepts, but ignore the actual rural environment and needs. They pursue originality and novelty, but ignore the understanding and respect of rural characteristics. This results in a mismatch between the design and the actual environment, which cannot meet the actual needs of rural residents. Secondly, the design concept lacks practical verification. In the design process, some design concepts are based on the designer's personal experience and subjective judgment, and lack of practical verification and consideration. Without the test of practice, the feasibility and actual effect of these design concepts are often difficult to determine. Designers need to pay more attention to practice and verify through actual cases and data to ensure the rationality and feasibility of design concepts. In addition, there is a lack of integration of design concepts with practical problems. In the rural construction

design, there are a series of practical problems, such as land use, ecological protection, cultural inheritance and so on. However, some designers tend to focus only on form and appearance in the design, and ignore the combination with these practical problems. The design concept should pay more attention to the sustainable development and overall planning of the countryside, and pay attention to the ecological environment, social economy and cultural traditions of the countryside. Finally, the design concept should pay attention to the practical operation. In the process of proposing and implementing the design concept, the feasibility and implementability of the actual operation should be taken into account. Although some design concepts have certain aesthetic value, they cannot be effectively implemented and popularized due to difficulties or cost problems in practical operation. Designers should pay attention to the practical operation of the design, taking into account the actual conditions of materials, technology, manpower and other aspects to ensure that the design concept can be effectively applied in practice.

2.4 The Lack of Funds for Construction and Design Makes It Difficult to Achieve Long-Term Development

In the rural construction design, a realistic dilemma is the lack of sufficient construction design funds, which makes it difficult to achieve long-term development. Rural construction requires a large amount of funds to buy building materials, equipment and hire designers and construction personnel and other costs, however, the current funding sources in rural areas are relatively limited, unable to meet the needs of rural construction design. First of all, in rural areas, economic development is relatively lagging behind, and fiscal revenue is limited. Due to the loss of registered population and the current economic situation, the financial income of rural areas is relatively small, and it is unable to provide enough funds to support the rural construction design. As a result, the scale and quality of construction projects cannot be effectively guaranteed. The lack of sufficient capital investment makes the rural construction design can not get the necessary support and guarantee, so it is difficult to achieve long-term development. Second, budgets in rural areas tend to spend more on infrastructure and public services, with relatively little investment in construction design. This leads to the shortage of funds for rural construction design, which can not meet the construction needs of rural areas. Due to the lack of funds, the quality and level of construction design often cannot reach a higher standard, which affects the overall effect and long-term development of rural construction. In addition, due to the limited and unstable source of funds in rural areas, the lack of effective fund guarantee mechanism makes the rural construction design face long-term development difficulties. Due to the lack of funds, it is difficult to ensure the smooth progress and completion of construction projects, which can not provide good infrastructure and convenient conditions for rural areas. This not only affects the economic development of rural areas, but also limits the quality of life and happiness of residents in rural areas. Therefore, rural construction design needs to find more sources of funds to solve the problem of insufficient funds in order to achieve long-term development of rural construction. First, sources of funding can be increased by bringing in social capital and attracting external investment. Secondly, cooperation

between the government and enterprises can be strengthened to jointly invest in rural construction design and improve the efficiency and scale of capital investment. At the same time, innovative financing models can also be explored, such as PPP (government-social capital cooperation) model to guide the capital inflow of rural construction design [2].

3 Principles of Rural Construction Design from the Perspective of Rural Revitalization

3.1 Create a High-quality and Livable Rural Environment

The implementation of rural revitalization strategy requires to create a high quality and livable rural environment in rural construction. Specifically, we need to pay attention to the following aspects in the rural construction design: First, we should pay attention to improving the overall quality of the rural environment. This includes improving the natural and human environment of the countryside. In terms of natural environment, the rural ecological environment quality can be improved by protecting the ecosystem, restoring the rural landscape [3], and improving the water quality. In terms of human environment, we can pay attention to the cultural inheritance and historical protection of rural areas, and create a rural environment with distinct regional characteristics and rich local cultural connotations by exploiting rural historical and cultural resources. Secondly, we should pay attention to improving the quality of life of rural residents. Rural construction design should take into account the daily needs of rural residents and provide a comfortable, convenient and safe living environment [4]. In terms of housing design, we can pay attention to the reasonable layout of the design house, high space utilization, and pay attention to the privacy and security of residents. In the construction of public facilities, entertainment venues, fitness facilities and cultural activity centers can be added to meet the diversified needs of residents and improve their happiness of life. In addition, we must pay attention to the protection of rural ecological environment. The countryside is an important part of the ecosystem, and the protection of the rural ecological environment is not only to maintain the stability of the ecosystem [5], but also to improve the quality of life of rural residents. Rural construction design should pay attention to the protection and restoration of rural natural resources, such as water resources, land resources, vegetation resources and so on. At the same time, it is necessary to promote sustainable agricultural production methods, reduce the use of pesticides and fertilizers, and avoid pollution and damage to the ecological environment [6]. Finally, we should pay attention to improving the level of rural infrastructure construction. The improvement of rural infrastructure is the key to improve the livability of rural areas. Rural construction design should pay attention to improving rural infrastructure such as transportation, water, electricity and communication, so that rural residents can enjoy basic public services comparable to those in cities [7]. In addition, we can also pay attention to innovation in infrastructure construction, adopt new technologies and new materials, and improve the construction quality and efficiency of rural infrastructure.

3.2 To Achieve Harmony and Unity Between Natural Resources and Modernization

The harmonious unity of natural resources and modernization development is one of the important principles of rural construction design from the perspective of rural revitalization. Under the background of the current national pursuit of economic development and ecological environmental protection, how to rationally utilize and protect natural resources and realize rural modernization has become a key issue in rural construction design. In order to realize the harmonious unity of natural resources and modernization development, it is necessary to fully recognize and understand the importance and value of natural resources. Rural areas are rich in natural resources such as ecological resources, water resources and land resources, and the exploitation and utilization of these resources are inseparable from the development of modernization. The design should be through scientific planning and reasonable layout, so that natural resources can provide strong support and guarantee for modern development. Secondly, the design needs to pay attention to the construction of ecological civilization, and realize the coordinated development of natural resources and ecological environment through scientific ecological environment planning and resource protection measures. In the process of rural revitalization, we must give full consideration to the stability of the ecosystem, rationally protect and restore the ecological environment, and reduce resource consumption and environmental damage. Only by building a good ecological environment can we provide a sustainable foundation for rural modernization. Third, the design should fully tap and play the potential of natural resources to promote the development of rural economy. Rural areas are rich in natural resources, such as farmland, water resources, mineral resources, etc. Reasonable development and utilization of these resources can promote the vigorous development of rural economy [8]. Under the premise of taking into account resource utilization and environmental protection, the design needs to tap the potential of resources, promote the development of agriculture, rural tourism, cultural and creative industries, and realize the harmonious unity of natural resources and modern economy. Finally, the design should pay attention to the combination of traditional culture and natural resources to promote the prosperity and development of rural culture. The traditional culture in rural areas is rich and diverse [9]. The organic combination of natural resources and cultural resources can be realized by fully exploiting and utilizing traditional cultural resources. The design should combine the natural landscape with traditional cultural elements in a creative way to create a unique rural cultural landscape, attract people to come for sightseeing, leisure and experience rural culture, and promote the development of rural cultural industry. In the process of realizing the harmonious unity of natural resources and modernization development, the design needs to give full play to innovation and practice, pay attention to science and feasibility. Through rational planning of resource utilization, protection of ecological environment, exploitation of economic potential and development of rural culture, to achieve the harmony and unity of natural resources and modernization development, and then promote the full implementation of the rural revitalization strategy.

3.3 Coordinate the Construction of Spiritual Civilization and Ecological Civilization

In the rural construction design under the vision of rural revitalization, it is a crucial consideration to coordinate the construction of spiritual civilization and ecological civilization. Rural construction is not only the improvement of the material level, but also the cultivation of spiritual civilization and the protection of the ecological environment, so as to further improve the spiritual and cultural life quality of rural residents, while protecting the natural environment and building a harmonious relationship between man and nature. First of all, in the design of rural construction, we should pay attention to inheriting and carrying forward excellent traditional culture, and strengthen rural education, cultural construction and spiritual civilization construction. Rural residents are encouraged to participate in cultural and artistic activities, and rural cultural festivals are held [10] to create a rich and diverse cultural atmosphere and improve the spiritual quality of life of rural residents. At the same time, through the establishment of cultural facilities and cultural service centers, to provide rich and diverse cultural services to meet the diverse cultural needs of rural residents. Secondly, the design of rural construction should pay attention to the protection and construction of ecological environment. In the process of construction, ecological and environment-friendly design schemes [11] should be adopted, reasonable planning and layout should be adopted, and important ecological resources such as farmland, woodland and wetland should be well protected. At the same time, it is necessary to promote the application of clean energy in rural areas, advocate low-carbon lifestyle, reduce pollution and damage to the environment, and actively promote sustainable development. In addition, it is necessary to strengthen environmental health management in rural areas to ensure the health and quality of life of rural residents. In the process of coordinating the construction of spiritual civilization and ecological civilization, it is necessary to pay attention to the autonomy and democratic participation of rural communities. An effective rural community organization mechanism has been established to form an atmosphere and mechanism for residents' self-governance. Through residents' self-governance activities and democratic decision-making in rural communities, residents are guided to actively participate in rural construction and enhance their self-management ability and sense of responsibility. In addition, it is also necessary to strengthen the professional ability training of rural construction designers, improve their design level and innovation ability, in order to better meet the needs of rural revitalization. Strengthen the cooperation with colleges and universities, carry out the training and research of rural construction design related majors, cultivate a professional, high-quality rural construction design talent team, and provide good design support for rural construction. Under the guidance of the rural revitalization strategy, we should pay attention to cultivating and inheriting excellent traditional culture, protecting and building a good ecological environment, strengthening the autonomy and democratic participation of rural communities, and strengthening the professional ability training of rural construction designers. Through these efforts, we can provide more comprehensive and organic support for rural construction and promote the rural revitalization strategy to achieve better results.

4 Innovative Strategy of Rural Construction Design from the Perspective of Rural Revitalization

4.1 Change the Design Concept and Innovate the Development Model

Under the guidance of the rural revitalization strategy, the rural construction design needs to change the original concept and innovate the development model to adapt to the current needs and challenges of rural construction. Specifically, changes and innovations can be made in the following aspects. First of all, we need to change the traditional concept of rural construction and focus on shaping a high-quality and livable rural environment. Traditionally, rural construction design mainly focuses on the construction of infrastructure and the satisfaction of functional needs, while ignoring the aesthetic connotation. Therefore, in the process of changing the design concept, we should pay attention to the overall beauty of the rural environment and the integration with the natural landscape, and create a rural space with rich cultural connotation and humanistic atmosphere. Secondly, the harmony between natural resources and modern development should be realized in the design process. In the process of rural revitalization, it is necessary to adopt feasible design strategies according to the characteristics of rural natural environment and resource advantages, so as to promote the rational use of natural resources and the protection of ecological environment. Through scientific planning and design, the development of ecological economy and sustainable use of natural resources are realized, and the organic combination of rural construction and modernization is promoted. In addition, it is also necessary to coordinate the construction of spiritual civilization and ecological civilization. Rural revitalization should pay attention to both economic development and the construction of spiritual civilization. In the process of design, we should pay attention to excavating rural human resources, protecting and promoting traditional culture, and improving the spiritual realm of rural residents. At the same time, we should pay attention to ecological construction, protect and restore the ecological environment, and achieve harmonious coexistence between man and nature. In order to realize the innovation of rural construction design, it is necessary to strengthen the training of talents and consolidate the design foundation. Design is a comprehensive subject, which needs the support and participation of relevant professionals. Therefore, we should strengthen the training of rural construction design talents, improve their professional knowledge and design ability, so that they can adapt to the needs of rural revitalization, and provide high-quality design services for rural construction. At the same time, the design practice can be strengthened through the development of cultural and creative activities. Cultural and creative activities are an important part of the rural revitalization strategy, which can stimulate the potential of rural cultural creativity and design [12]. Through the cooperation with local residents, design practice activities are carried out to realize the innovation and practice of design concepts, and improve the quality and level of rural construction. Finally, it is necessary to enrich the capital structure and promote the long-term development of rural construction. Rural construction needs a lot of financial support, but there is a problem of insufficient funds at present. Therefore, while changing the design concept and innovating the development model, we should also increase the capital investment in

rural construction, attract the participation of social capital, and promote the long-term development of rural construction. Guided by the rural revitalization strategy, the rural construction design needs to change the design concept and innovate the development model [13]. By creating a high-quality livable rural environment, realizing the harmony and unity of natural resources and modernization development, coordinating the construction of spiritual civilization and ecological civilization, strengthening personnel training, carrying out design and practice activities, and enriching the capital structure, the quality and level of rural construction can be promoted and the goals of the rural revitalization strategy can be achieved.

4.2 Strengthen Personnel Training and Consolidate the Design Foundation

In rural construction design, talent training is a key link. Only with a professional quality design team, can we inject more innovative thinking and design concepts into rural construction, so as to promote the implementation of rural revitalization strategy. Therefore, we need to strengthen the training of talents, consolidate the design foundation, and provide more powerful support for rural construction. First of all, we need to do a good job in the organization and planning of talent training. The training of rural construction design talents should be based on school-enterprise cooperation, establish close cooperative relations with enterprises and institutions, and combine theoretical study with practical operation. At the same time, we should actively introduce high-level designers at home and abroad, and further improve the professional quality and innovation ability of designers through professional training and academic exchange activities. Secondly, we should pay attention to cultivating designers' practical ability. Design theory knowledge is important, but in the actual operation also need to have a certain practical ability. Therefore, we can organize field visits, participate in project implementation and other ways, so that designers and practical work closely together, improve their practical ability. At the same time, designers are encouraged to participate in competitions, exhibitions and other activities to stimulate their creative enthusiasm and vitality. In addition, it is also necessary to establish a sound discipline system and education and training system to provide a good learning environment and resource support. Rural construction design is a complex systematic project, designers need to have professional knowledge and skills in design, but also need to understand the relevant knowledge of rural construction, such as rural planning, land use and so on. Therefore, we can improve the discipline system of rural construction design by setting relevant courses and professional directions, and provide diversified learning options and training paths for students. At the same time, we should also actively introduce relevant academic resources and education and training institutions to provide designers with a platform for academic exchange and professional training. By organizing and planning the training of talents, focusing on improving the practical ability of designers, and establishing a sound discipline system and education and training system, we can inject more innovation and vitality into the design of rural construction, and provide solid support for the implementation of the rural revitalization strategy.

4.3 Develop Cultural and Creative Activities and Strengthen Design Practice

Under the vision of rural revitalization, rural construction design needs to promote development through innovative strategies. Developing cultural and creative activities and strengthening design practices is an important part of this [12]. This section will focus on how to strengthen the design practice through the development of cultural and creative activities, in order to improve the design level and quality of rural construction. First of all, the development of cultural and creative activities can provide more opportunities for rural construction design practice. By holding cultural and creative activities such as design competitions and design training, more designers and related talents can be attracted to participate in rural construction. They can improve their design level and accumulate experience through the design practice of actual projects, and apply these experiences to the actual rural construction. Through the continuous accumulation and summary of design practice, the quality and innovation of rural construction design can be gradually improved. Secondly, the development of cultural and creative activities can promote the transformation and innovation of design concepts [14]. By organizing related design seminars, academic forums and other activities, we can provide a platform for designers to exchange and learn, and share design concepts and experiences. They can learn from the design experience and successful cases of other regions to broaden their horizons and broaden their ideas. At the same time, through cooperation with experts and scholars in related fields, we can also lead the innovation and development of design concepts. Through the development of cultural and creative activities, the creativity and innovative spirit of designers can be stimulated, and the development of rural construction design can be promoted. In addition, the development of cultural and creative activities can also improve the influence of rural construction design and demonstration effect. By organizing design exhibitions, design conferences and other activities, excellent rural construction design projects can be displayed to more people, and the visibility and recognition of rural construction design can be improved. At the same time, excellent design projects can also be used as reference and learning objects in other areas to promote the overall improvement of rural construction design. Finally, the development of cultural and creative activities can also promote the integration and innovation of rural construction design and other fields. Through cooperation with art, culture, tourism and other fields, design concepts and innovations can be applied to the development of the whole countryside. For example, through the design and development of cultural creative products, rural cultural connotations can be enriched, and the attractiveness and competitiveness of rural areas can be enhanced.

5 Conclusions

This paper makes an in-depth analysis and discussion on the present situation and problems of design intervention in rural construction under the guidance of rural revitalization strategy. In the introduction, we emphasize the importance and urgency of design in the context of rural revitalization. Then, after elaborating in detail the realistic difficulties existing in the current rural construction design, we put forward the principles of rural construction design from the perspective of rural revitalization, including

creating a high-quality livable rural environment, realizing the harmonious unity of natural resources and modernization [12], and coordinating the construction of spiritual civilization and ecological civilization. In order to solve the problem and promote the innovation of rural construction design, we put forward the strategy of changing design concept, strengthening talent training, developing cultural and creative activities and enriching capital structure. Through this study, we draw the following conclusions and suggestions. First of all, rural construction design needs to get rid of traditional concepts, pay attention to individuation and diversification, and make design an important driving force for rural revitalization. Secondly, the cultivation and introduction of design talents is very important. Only the design talents with rich professional knowledge and practical experience can inject new vitality into rural construction. In addition, we stressed the importance of strengthening design practices and developing cultural and creative activities. The real value of design needs to be brought into play through practical application and practice, and integrated with cultural creativity to inject new energy into rural revitalization. Finally, we point out that the financial support required for rural construction design cannot be ignored. It is necessary to enrich the capital structure and ensure the long-term sustainable development of rural construction design through diversified financing methods. To sum up, design plays an important role in rural construction, but it faces many problems and challenges under the current background of rural revitalization. By changing design concept, strengthening talent training, developing cultural and creative activities and enriching capital structure, we can better solve problems and promote innovation in rural construction design. The purpose of this study is to improve the level of design participation and provide strong support and guidance for the country and society's rural revitalization. At the same time, we also hope that this study can attract more people's attention and attention, and make greater contributions to the development of rural construction design.

Acknowledgment

Phased achievements of Philosophy and Social Science Research Project of Higher Education Institutions of Jiangsu Province (Project No. 2020SJA2246); The key research project of Philosophy and Social Sciences of Nanjing Tech University Pujiang Insitute (Project No.Njpp2022-2-01).

Reference

1. WANG Yajuan. Thinking on Promoting the Construction of law Village in Urumqi [J]. Journal of Party School of the CPC Urumqi Municipal Committee,2022,(03): 49-53. http://kns.cnki.net.https.gzlib.proxy.chaoxing.com/kcms2/article/abstract?v=RsYU K1W_ Gsi 2f_ 1BIWYihCfw4end4mk4eVrIVG jhTBEHVSbHeabMfZ _ujJi1 Cvo jyfv Y ZbQ hovdI xZTM xpAQeRLdCiwjSggNbCnhBMUP 2wQi kHKH IwTDx 0rPvg jClqc o0A7 GU4u jsYQv3mgjF0XY2w==&unipl atform=NZKPT&language=CHS.

2. Xiao Xuan. Under the background of rural revitalization of the rural residential environment renovation ascension path analysis [J]. Charm of China, 2021 (46): 0010-0011. http://vip.suzhouinfo.cn:88/Qikan/Article/Detail?id=1000003791484&from=Qikan_Search_Index
3. Shin Jung-woo. Analysis on the specific application of landscape design in rural revitalization and development [J]. China Science and Technology Journal Database Industry. A, 2023 (8): 0157-0160. http://vip.suzhouinfo.cn:88/Qikan/Article/Detail?id=1000003803503&from=Qikan_Search_Index.
4. Yang Wenxin. City residential area planning design principle and architecture design [J]. Chinese science and technology periodical database (abstract) engineering, 2023 (9): 0097-0099. http://vip.suzhouinfo.cn:88/Qikan/Article/Detail?id=1000003846078&from=Qikan_Search_Index.
5. Huang Siqi. Based on the beautiful countryside under the background of the plant landscape of applied research [D]. Kunming university of science and technology, 2021. The DOI: 10.27200/, dc nki. Gkmlu. 2021.000056.
6. JiRuiXuan, Li Mengjia, XingYangYang, etc. Study on multi-integration application and optimization of culture, industry and natural resources in livable and beautiful rural landscape planning in Cangzhou City [J]. House, 2023, (16): 125-128. <http://kns.cnki.net>. https://gplib.proxy.chaoxing.com/kcms2/article/abstract?v=RsYU K1 W_ G shTy QpKcXQ8ALmeAN7R47hM0lyx NlMpIvF8kBFWpxwdp7_rj6ESE6mrT8wUOubTt24feKVQzxbzY19iw8gYmqTsmNleK8pyi_u_W2pm6umP_LvAmS9_bQtvpc5IUo12Ng5a8ZVY3duijw=&uni platform = NZKPT&language=CHS.
7. Gao B Y. Study on the influencing factors of ecological livable rural construction from the perspective of "integration of three life" [J]. Productivity Research, 2021, (07): 64-68+74. DOI: 10.19374/j.cnki.14-1145/f.2021.07.012.
8. Yue Zixuan. Based on the perspective of cultural anthropology subei rural public space construction method [D]. China university of mining, 2019. <http://kns.cnki.net>. https://gplib.proxy.chaoxing.com/kcms2/article/abstract?v=rsyuk1W_Gsg5iu6D5G_Y2N1wZsYKcZQ6DpAcSalfW6WzeldwjkcZG3E8exA7XBI_ko9Sa_1tcw-S-WyEXShCiJkgBUSv-6D3fyHTICpyCMK7KY13GcMr3hPmyAN8B_YVciUB7ooTTyskVhNKmbAHZew = &uniplatform = NZKPT&language = CHS.
9. him. Path selection of Traditional culture inheritance and Innovation from the perspective of Rural revitalization [J]. Journal of Yanbian Party School, 2022, 38(05): 74-78. DOI: 10.16332/j.cnki.cn22-1302/d.2022.05.001.
10. BAI Hongwen, PAN Yueyou. Accelerate the rural culture construction [J]. Journal of new long, 2023, (6): 53-54. http://vip.suzhouinfo.cn:88/Qikan/Article/Detail?id=00002EGDK5307JP0MJDO3JP167R&from=Qikan_Search_Index.
11. Wang Fang. Application of local cultural design elements in the context of new rural construction: A case study of Jinhe New Town, Hua County, Henan Province [J]. Henan agricultural, 2021, (9): 54-56. DOI: 10.15904 / j.carol carroll nki hnny. 2021.09.023.
12. Gu Haisong. Rural revitalization of the horizon, rural construction design innovation strategy [J]. Journal of footwear technology and design, 2022, 2 (19): 174-176. http://vip.suzhouinfo.cn:88/Qikan/Article/Detail?id=7108427923&from=Qikan_Search_Index.
13. GUO Shuhua, Wang Yu. An exploration of the path of promoting common prosperity through rural revitalization [J]. Contemporary Rural Finance and Economics, 2023, (09): 36 to 39. http://vip.suzhouinfo.cn:88/Qikan/Article/Detail?id=7110374053&from=Qikan_Search_Index.

14. AngShuFang. Decoding the development of cultural and creative products in museums [J]. Cultural Industry,2023,(17):71-73.http://vip.suzhouinfo.cn:88/Qikan/Article/Detail?id=7109868932&from=Qikan_Search_Index.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

