

# Design and Dissemination of Short Video Numbers Based on Changsha's City Image of "Media Art Capital"

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**Abstract:** In order to show Changsha's unique and recognizable characteristics in the media field, this paper takes the clear positioning of the city, the direction of the crowd and the needs of the users as the starting point, and carries out the design practice and communication promotion based on Changsha's image as the "city of media and art". The study adopts research methods such as practice method, literature method and comparative analysis method, starting from the dimensions of design positioning and design principles, and through the narrative mode of "scene + viewpoint or emotion", the study designs and disseminates the "Changsha City of Media Arts" Shake video number, providing new perspectives for city branding and promoting the city image. It provides a new perspective and method for city branding, and at the same time builds a comprehensive and multi-dimensional spatial ecological communication cluster.

**Keywords:** Changsha; City Image; Jitterbug; Short Video; Cultural Communication

## 1. Introduction

On 1 November 2017, UNESCO announced in Paris, France, that Changsha had officially joined the global Creative Cities Network and become the world's "Media Arts Capital". Over the past five years, the concept of "media art" has gradually gained popularity. Changsha has taken the construction of "Media Arts Capital" as its core objective, actively integrating global resources and committing itself to building a new high ground of Hunan culture. Media art in Changsha has not only significantly improved the overall quality of the city, but has also been gradually integrated into the daily life of the citizens. In recent years, Changsha has issued documents such as the

Strategic Outline for the Construction of Changsha as an International Cultural City, especially the Three-Year Action Plan for the Construction of Changsha as a Capital of Media Arts, which promotes the construction of the world's media arts capital in all aspects, including hardware facilities, software support, and policy support. "In 2022, Changsha will top the national list with a population increase of 181,300 people. This significant population growth, especially the influx of young people, has created a huge "traffic pool", which not only contributes to the prosperity of content production, but also enhances the ability of re-dissemination.

In the all-media era, information is everywhere, and short video has become an important leisure and entertainment medium for the public every day. Short videos have attracted many users in recent years by taking advantage of their characteristics such as fast timing, short time, fresh content and fine quality, etc., which have brought great communication power for city image and become a source of driving force to promote the development of cultural and entertainment undertakings [1]. As a part of social media, short video has rapidly emerged as a key platform for city image communication. Many cities, both active and passive, have been involved in this wave of short video communication, which makes the topic of "short video and city image communication" gain wide attention. Therefore, this paper makes an in-depth analysis of Changsha's city image as a "media art capital", and builds the "Media Changsha" short video number from the aspects of design practice and communication promotion, presenting the achievements of Changsha's founding as a capital and at the same time carrying out promotion and operation through multiple channels and in multiple forms. The "Changsha Media" short video number is designed to present the results of Changsha's

capital building and to promote its operation through multiple channels and forms, so that the information and image of Changsha's media culture can be visually embodied and effectively disseminated to further expand its influence.

## **2. Research and Analysis of Changsha's "Media Art Capital" City Image**

### **2.1 Defining the City's Position**

Changsha is committed to enriching the cultural and artistic life of its citizens, bringing elegant art close to the masses and realising the deep integration of art and life. At the same time, Changsha will further strengthen civilisation exchanges, actively promote the integration and innovation of Hunan culture with international culture, enhance the city's comprehensive competitiveness with cultural soft power, and provide citizens and tourists with more colourful cultural experiences [2]. Therefore, the city image of Changsha as the "Capital of Media Art" can be positioned as "Innovative Technology, Infinite Vitality". In the current context of continuous improvement of audience aesthetics and increasing competition in the industry, the city's media culture construction must have the courage to break through the limits of creativity, continuous learning and updating in order to achieve self-metamorphosis. Based on this, it can stand firm in the broad trend of the times and become the front wave leading the fashion.

### **2.2 Clarify the Direction of the Population**

There are certain differences between the needs of various user groups, so it is necessary to accurately locate the user groups and better understand the preferences of the audience groups, so as to create a short video number that hits the target directly and meets the needs of the target groups [3]. Changsha has rich natural and human resources, so short videos should be conceived under the general theme of media art, and different communication contents should be developed for different audiences. For example, for young people, it can focus on Changsha's museums and art galleries guided tours, cultural festivals and activities, and cultural neighbourhoods and art areas to hit; for middle-aged and old people, it can focus on local traditional culture, historical buildings and cultural festivals and activities.

As a form of multimodal media integrating text, images, audio, etc., short videos can not only objectively display Changsha's unique system of image symbols, but also consciously or unconsciously create layers of meaning beyond the symbols themselves [4].

### **2.3 Identify User Needs**

By analysing users' suggestions for existing accounts, we can further clarify the development direction of design enhancement and find creative entry points. At present, the short video development of Changsha "media art capital" has not fully met the needs of the public, the user's understanding and acceptance of the city to a large extent by the creators of the emotional value of the impact, when the audience and the creators of the concept of interoperability, emotional interpenetration, the objective image of the city ontology, the creators of the media image and the audience to accept the subjective cognitive image to achieve a high degree of unity. The objective image of the city ontology, the media image presented by the creators and the subjective image accepted by the audience can reach a high degree of unity. For example, in the filming and editing of traditional cultural presentations and technological implementations, more attention should be paid to the expressive power and strong sense of the camera, to awaken people's cultural identity and potential memory, and to encourage users to explore and excavate Changsha's culture and experience its diversified charms from a professional point of view. Then again, in the creation of cultural activity performances and art neighbourhood carding, it comes with its own cheerful and free emotional attributes. It does not need to deliberately stimulate the audience by means of explicit emotional expression, but rather establishes a deep empathetic communication with the audience through implicit transmission of viewing sensations.

## **3. Design Positioning and Principles of "Art Media Changsha" Short Video Number**

### **3.1 Design Positioning**

#### **3.1.1 Creating diverse content**

The increasing proportion of cultural elements in city publicity shows that the competition between cities has gradually broadened to the

cultural level. Whether it's city managers or individual user creators, analysing and positioning the design of city publicity, and actively promoting and spreading it through new media platforms is also a favourable way to shape the city's good image and show people's good life in the current era [5]. In the "Media Changsha" short video, the precipitation and colours of Changsha are disseminated to the audience, so that people can be familiar with it, understand it, integrate it, and form a brand new and distinctive "media art" image of the city, which can be further sublimated. By creating diversified content to enhance the guiding power and credibility of the account, it improves the propaganda through dialogue in thinking, optimizes the pure one-way information output with colorful images in content, and replaces the boring and simple retelling with real expression in narrative. In the long run, the digital content that conveys Changsha's media art image will become increasingly rich and diversified, and the city's business card will also become full.

3.1.2 Change the point of view to "first person."

Media technology has provided new ways for individuals to participate in content creation and dissemination, allowing them to play an increasingly important role in city image promotion [6]. However, when browsing city-themed short videos, we can see that most of the creators are not local residents, but rather record and experience from the perspective of tourists. While the other's perspective has its unique value in shaping the city's image, it often fails to reach the deeper core of the city's culture. Only by integrating the "fresh perspective" of others with the "local understanding" of local residents can a complete and authentic city image be pieced together. Cities exist and move because of their people, so transforming "others' words" into "self-reporting" and turning passivity into proactivity has far-reaching significance for the dissemination and shaping of the city image. On the basis of full understanding and love, we tell the stories of Changsha in the past and present to awaken people's emotional ties to the city; we dig deep into every corner of the city to realise the long-tail effect and shape a multi-dimensional city image.

## 3.2 Design Principles

3.2.1 Focus on the authentic expression of the city's image

In designing the "Artistic Changsha" city image short video number, the key is to ensure that the content is both attractive and accurately reflects the city's qualities and values. Firstly, authenticity is the cornerstone of building and maintaining viewers' trust. Authenticity requires that the design of the video avoid exaggerating or fictionalising the characteristics of the city, and ensure that all content is based on the existing landscape and is faithful to the reality of Changsha. The video should also capture and reflect the atmosphere of the city, the attitudes of its inhabitants, and its socio-cultural uniqueness, and enhance the expression of the images through visual and aural elements, which require a scripted framework and a narrative approach as the main entry point in the pre-design conceptualisation process, in order to ensure that the authenticity of the city is conveyed, while at the same time captivating and sustaining viewers' attention. This methodological rigour helps to build a credible and powerful image of the city, creating short videos that are both authentic and deeply engaging while at the same time effectively contributing to the dissemination of Hunan culture and brand value.

3.2.2 Grasp the precise definition of the target audience

According to the preliminary research and analysis, it is easy to see that different user groups are interested in different aspects of the city image. Therefore, the conception of the short video content of "Art Media Changsha" needs to be based on an in-depth understanding of the target audience's interests, preferences and reception ability. A video designed for a younger audience would emphasise the city's creativity and vitality, highlighting its modern elements, innovative technologies and fashionable lifestyle [7]. For middle-aged and older audiences interested in cultural heritage, the content focuses on historical landmarks, traditional festivals and cultural stories. In addition, for international audiences, content delivery can focus on the city's cultural diversity and historical depth. Taking into account that messages may be interpreted differently by audiences from different cultural backgrounds, it is also important to incorporate

cross-cultural sensitivity and inclusiveness into the design of the video content, while ensuring that it is globally accessible and appealing.

#### 4. Design Practice

##### 4.1 Cultural Neighbourhoods Module

New media art plays a pivotal role in the dissemination of cultural districts, which not only preserves the history of the city's development, but also provides a strong support for the continuation of the city's culture. Changsha's Chaozong Street, as a cultural neighbourhood, represents the trend and lifestyle of local young people, and as one of the top 10 "Changsha's Most Changsha" cultural tourism spots, it attracts waves of people to take photos, so the short video is positioned as "Graduation Season + Chaozong Street". College students in the graduation season travelling through the vicissitudes of the old alleys, the youthful and cheerful expressions on the faces of the students in contrast to the old Chaozong Street, the video conveys the graduates' reluctance to let go of the past and their longing for the future, while at the same time fully displaying the artistic atmosphere of the Chaozong Street in front of the camera.

##### 4.2 Art Exhibition Module

The practice of art exhibitions is more and more inclined to incorporate digital culture, and barrier-free, open and innovative art exhibitions have become a basic exhibition mode in the new era [8]. The exhibition "Moonlight in the Hakkasan - Qi Baishi's Fine Works in the Collection of Beijing Academy of Painting" was held in Hunan Museum of Art, based on Qi Baishi's classic paintings, and realised the scene restoration and "revitalisation" of the works with the help of digital science and technology. Through an in-depth understanding of Qi Baishi's creative mood and an immersive experience of digital art light and shadow, "Art Media Changsha" focuses on the modern expression of traditional art, so that the overall pace of the work is slow, the camera language to adopt a montage style of expression, to lead the audience into the world of Qi Baishi's art, immersive experience of the charm of Chinese painting. At the same time, the release of the work further promotes the development of

Changsha's media art while boosting Changsha's cultural outreach.

##### 4.3 Urban Construction Module

Urban construction can improve the urban environment, enhance the city's image, and make the city more beautiful and livable. In recent years, Changsha has run a new "acceleration" on the road of urban construction, and "high-quality urban construction" is Changsha's secret to keep pace with the times. The Changsha Dawangshan Happy Cloud Bus, which will open for operation on 9 May 2023, is the world's first tourism line with leisure tourism as its main orientation, providing citizens and tourists with a richly designed and varied tourist landscape, as well as being closely related to people's travelling lives. Therefore, in the design and practice of the "Art Media Changsha" short video, the immersive ride on the Yumba was chosen as the filming material, so that viewers can experience the process of entering, sightseeing and exiting the station from the first perspective, increasing the sense of immersion in the scene. The improvement of Changsha's transport modes has provided local residents and tourists with more convenient, comfortable and safe routes, and injected new momentum into the city's cultural tourism industry [9].

##### 4.4 Festival Module

As one of the concrete manifestations of regional culture, festivals and celebrations not only vividly reflect the spiritual and cultural level of the locality and satisfy the spiritual and cultural needs of the people, but also have real cultural and tourism value. Changsha, as the "fireworks capital of the world", Liuyang fireworks have a history of more than 1400 years and are a national intangible cultural heritage. The Opening Ceremony of the 2nd Changsha Tourism Development Conference featured a large-scale immersive multi-media fireworks poetic drama that interpreted the rich connotation of "Happy Changsha, Fireworks in Liuyang", and by taking advantage of the heat, "Artistic Changsha" presented fireworks as a "media art" to the fullest extent. Through this, "Media Changsha" has maximised the emotional capacity, connectivity and social value of fireworks as a "media art". The digital dissemination of creative fireworks, while

deeply stirring up the cultural energy of the two IPs of "Liuyang Fireworks" and "Changsha Image", can also highlight the realisation of the epic cultural tourism experience of "a river of poems and paintings, a city full of fireworks". Epic cultural tourism experience.

## 5. Dissemination

### 5.1 Packaging

Work packaging is mainly the cover design of the work, the cover of the short video as the visual presentation of the first contact between the video media and the audience, it is crucial for shaping the first impression of the audience. The cover design has a direct impact on the viewers' decision of whether to click and watch in a short time, which in turn has a far-reaching impact on the subsequent video recommendation and playback volume. In the cover design of the work, there needs to be eye-catching visual elements, through the video content related to the unique cover, can quickly catch the viewer's eye. Secondly, the design of the cover text is equally important. Appropriate titles can help viewers better understand the content and theme of the video, stimulate their interest, and enable viewers to instantly recognise the news released by "Artmedia Changsha".

### 5.2 Graphic Interaction

The interactive behaviour of a short video account is the key to increasing its influence and activity [10]. With the help of adding topics, interactive comments, sharing and retweeting, responding to private messages and tagging coordinates, you can increase the attention and spread of a short video number. Through positive interactive behaviours, fans will be more loyal and sticky, and the homepage open rate increases dramatically. Furthermore, the Jitterbit platform can detect the initiative and positivity shown by the account in terms of interaction, thus increasing the weight of the account, after which the system will also label the account exclusively, making its content distribution and placement more accurate.

### 5.3 Secondary Communication

For short video content producers, the most important thing is to improve the sharing rate

and forwarding rate of the video, that is, to trigger secondary dissemination. One of the first prerequisites is to optimise the content and form of short videos, and the secondary dissemination of short videos by users is affected by a variety of factors, such as emotional resonance, humour, practical value, etc. In any case, secondary dissemination will increase the views and heat of the work. In any case, the secondary dissemination will increase the number of views and heat of the work, and it is also a multiple exposure for the account of "Art Media Changsha", which is conducive to further strengthening the civilisation exchange, and doing its part in accelerating the construction of Changsha as a famous historical and cultural city with international quality and Hunan cultural characteristics.

### 5.4 Promotional Operations

Short video promotion is a marketing method that uses short videos to promote a brand, product or service. Careful planning and proper promotion strategies make short videos cause a sensation on the Internet and attract more attention. Among them, Jitterbug Window is the most intuitive and convenient tool to help self-promoters better showcase their works and products, attracting more fans and business opportunities. When the number of followers of "Art Media Changsha" reaches 1,000, it is qualified to open the window, so that users can understand the characteristics and style of the account at a glance, and then decide to follow or buy related products. At a later stage, the short video number is steadily updated with high-quality content and interacts with users on a regular basis, thus enhancing user stickiness [11].

## 6. Conclusion

City image communication needs to adapt to the development of the times, dig out the core flash point of the city, and promote the development of the city through innovation and change, which includes upgrading and improving the audio-visual experience of short videos. In this process, short video design is the intermediary and promoter, which can transform the city's media culture into images in a more intuitive and interesting way, and deliver the city's brand characteristics and brand spirit to the audience more efficiently. The practical attempt of "Art Media Changsha"

Jitterbit short video number makes use of this special scene of Jitterbit to strengthen the city brand, highlight the city characteristics, attract the attention of all age groups with Changsha's diversified "labels", and condense and present Changsha's unique city culture and city spirit online. Changsha's unique urban culture and spirit are condensed and presented online, and the city's charm is conveyed to the target user groups in a targeted manner, with a view to further stimulating the development of urban consumption and tourism in the subsequent dissemination.

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