Democracy and Humanism in the History of Modern Design

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Abstract

Throughout the whole process of the world modern design history, the development of design is inseparable from certain design objects and social context. Through comparative research, this paper analyses two important works related to the history of modern design, understands the research perspectives of different design historians on the history of modern design, focuses on the ethical thoughts and humanistic concepts in modern design, and uses multiple perspectives to elaborate the democratic thoughts and humanization trends in the development of design history. Taking Japanese humanistic thoughts as an example, this paper analyses the humanistic care in modern design. Finally, it calls for the idea of people-oriented in the industrial design of our country.

Keywords

1. Introduction

What is design? How does today's design develop? What can be drawn from the category of forms in the history of design nowadays? Facing these problems, we have to find answers from history. The existence of things is not achieved overnight, it will inevitably experience a certain period of regular historical development, and design history itself is also a part of history. Since ancient times, design activities have developed with the emergence and emergence of human civilization. The historical activities of human creation have an inseparable relationship with human, society, environment and other factors. Because of the wide range of design, the development of design in a certain period cannot be separated from the political, economic, cultural and other aspects of content, design and political structure, economic operation, cultural communication and other factors complement each other, closely related.

"The History of Modern Design in the World" written by Mr. Wang Shouzhi, a famous expert in design theory and design history, is known to the majority of students. The "development of design history is different from the general view of history in our education, which is not a simple linear development model, and there are always diversities and setbacks". As far as design history is concerned, it is a kind of political economy, history, psychology and many other disciplines are related to the comprehensive disciplines, rather than an independent discipline, which has its own comprehensive, complex, and closely related to other disciplines. To a certain extent, modern design is developed from the extension of the connotation and style based on traditional art, and is closely related to many factors such as other ideologies and material cultural thoughts. Therefore, it is of great significance to study the history of modern design in the world from a diversified perspective, analysing the interaction between modern design and social democracy, and interpret the guiding role of democratic ideas and ethical concepts of design. It is of great guiding significance for the development of industrial design in China to combine the humanized ideas, and for the accumulation

of our own design knowledge reserve, the cultivation of design innovative thinking and the improvement of design. It also provides a very important enlightenment.

2. A comparative study of different design histories

From the perspective of semantics, "comparative research method" can be understood as examining two or more related things and finding similarities and differences according to certain standards. Through the comparative study of two important works related to the history of modern design: Mr. Zhu Heping's "History of Modern Design in the World" and Ms. Liang Mei's "History of Modern Design in the World", this paper explores the different perspectives of different design historians on the study of modern design history, analyses the interpretation of modern design history by different design historians from multiple perspectives, and then helps them We have a more comprehensive and deeper understanding of the design ethics and humanism in the process of modern world history.

According to the comparative research method, the research content, writing purpose, narrative method, data source and research significance are analysed, as shown in Table 1. According to the different differences in the development history of modern design in different regions and nationalities of the world, the development of design history cannot be separated from the political pattern, economic development, ideological and cultural awareness and people's aesthetic value orientation in each period. In describing the connotation of his design art, Mr. Zhu mainly takes prominent forms as an example, such as Britain, Germany, the United States, Russia, Italy, northern Europe and other countries and regions. According to the clues of time, he carefully analyses the emergence of modern design, the germination of consciousness, the beginning period, the evolution period, the evolution of decorative art movement, the formation, the maturity period, and the holding of the education system Design theory and design thought in the period of continuation and rebellion and the development of design diversification. Ms. Liang's "history of modern design in the world" is written for scholars, and can also be used as a reference book for teachers' teaching. It focuses on the way of enlightenment, analyses the close relationship between art and design, design and life, and emphasizes the influence of ancient design and modern design on modern design. The book describes a large number of narrative content, with a large number of illustrations, detailed annotations and appendix interpretation. At the end of each chapter, it sets "thinking questions" to guide people to think, study and solve problems, and more accurately interpret and interpret the history of modern design.

"Give a man a fish and you feed him for a day. Teach a man to fish and you him for a lifetime". The narration of design history is not only the recurrence of past events, but also the combination of reality, which cannot be divorced from reality. The framework system of the two modern design history of the world is very clear. It is developed around the important context and events in the process of modern design. In terms of the category of design form, it mainly involves architectural design, industrial product design, ceramic design, clothing design and graphic design, reflecting the clues of the times and the process of development style. Both of them are related to the democratization of design development in the history of modern design. It is thought-provoking to affirm the necessity of humanism accompanied with the history of modern design of human beings, and to put forward the viewpoint of humanized design in the background of diversified times.

3. The development of democracy in the history of design

3.1 The emergence and development of democratic thought

In the early historical society, designers usually served a few noble classes, so the products they made could not be widely circulated in the market and enjoyed by most people. Artists, led by William Morris, feel the wide demand for good design in the social context, and hope to provide design services for the public, oppose the monopoly of Victorian style, making the design oriented to the public, with a strong democratic colour. Many young people follow Morris's example to set up offices, and provide different services for various customers, to a certain extent, to introduce the beginning

of the idea of design democracy. Artists in the period of Arts and crafts believe that "the art of a country is the embodiment of people's moral standards", they provide the revival of traditional art style, use high-quality and high aesthetic practical art to fight against the "ugly machine monsters" under the products of the industrial revolution at that time, and try to save the inferior products under the influence of large-scale machine production and large-scale production, resulting in low social morality. No doubt it reflects the designers' sense of responsibility. In the "new art movement", the "separatists" in Vienna, Austria, advocated "for the art of the times, for the freedom of art". They believed that design was produced for the service of modern people rather than for the classical revival. However, the choice of materials in the design did not take into account the economic cost, the processing technology was very complex, and could not meet the requirements of mechanized production and the public consumption. It has some limitations because it has not been widely recognized by the public.

3.2 The influence of democracy on modernism and its future

Modernism design started in the field of architectural design at first. On the whole, it adheres to the public oriented design position, changes the traditional and expensive building materials and construction methods, emphasizes the combination of design form and function, pays attention to the consideration of space by using simple geometric modelling, saves costs and expenses, and makes the production of products meet the requirements of standardization and mass production. Nikolaus Pevsner, a famous British design historian, put forward in his early book "The Pioneer of Modern Design" that "the forms adopted by design activities in this emerging world are of social importance and ontological importance". Democratization has always penetrated the whole content of modern social development, and cannot be separated from the development of design history. In today's and future society, people With the development of design history, democratization has been influencing people 's design activities.

Table 1. A comparative study of different design histories

	Similarities	Differences	
Research Contents	Relatively clear framework system. Focuses on the important context and events in the process of modern design	Three quarters of the contents are used to explain the relationship between design and economy, art and science in the introduction	No introduction; Describe pop design and radical design movement as a separate chapter as an important turning point in the history of modern design development
Writing purpose	Help scholars to study and study the history of modern design in a more comprehensive way Understand the history of design development	Specialize in the study of Chinese economic history and art history and is influenced by many academic works	Written for scholars Can also be used as a reference book for teachers
Narrative approach Source of data	Theoretical narration and story narration The subjective evaluation and objective evaluation of historical facts by the author Most of them are second-hand materials	Emphasis on theoretical description, more objective opinions and comments Most of the contents refer to the design history of Chinese works	Emphasis on story-telling, subjective opinions and comments Mostly translated from English works

4. The trend of humanization in the history of modern design

If you follow the "checklist" your paper will conform to the requirements of the publisher and facilitate a problem-free publication process.

4.1 The concept and development of "design ethics"

American design theorist Victor Babanak first proposed the concept of "design ethics" in his important work "Design for the Real World" in the late 1960s. The definition of "human" in design is more clear and specific, emphasizing that design should serve the people, especially the people of the third world; design should not only serve the healthy people, but also the people of the third world Consider serving the disabled; design should seriously consider the use of the earth's limited resources, and design should serve to protect the limited resources of the earth where we live. The ethical concept in design is to require designers to achieve the balance and coordination of comprehensive interests by comprehensively considering human, environment, resources and other factors in design creation, to raise the design problem to the level of ethics, and to put forward the ultimate goal of design for all human beings, to oppose rationalism and pay attention to human nature.

The "soft high-tech" design style appeared in the mid-1980s. It was proposed that in the design of industrial products, the shape and color of products should be considered according to people's needs, and the cool black or grey should be replaced by bright and lively colors; the hard box shell should be replaced by smooth and smooth curves and fillets, and the cold material texture such as metal should be replaced by friendly and light materials such as plastic. In essence, the "high emotion" embodied in "soft high-tech" design is also a concrete expression of humanized design theory, while emphasizing the "readability" and "comprehensibility" of products to express people's lifestyle needs to maintain a natural continuity and coordination. The "green design" put forward at the end of the 1980s has triggered a new design idea, which is related to the meaning of ecological design, environmental design, life cycle design and so on. It emphasizes that the product can not only meet the requirements of the design object, but also the environment and sustainable development. So far, it has a profound impact on our design and life. Among them, the "3R principle"-"Reduce, Reuse, Recycling", using ecological and human-oriented models to help save resources and protect the environment, from the product concept formation, production, manufacturing and use process, and even all stages of recycling after waste should be included in the scope of green design, so as to form a good cycle of product design Ring, and has become the design criteria and goals of contemporary designers. Humanized design, as a new direction of design art, makes the design art have the guidance of the practical theory of the times, endows the harmonious "human" relationship of design art to a certain extent, forms "the purpose of design is for human", and calls for the design concept of humanistic spirit of design art again.

4.2 Humanistic care in modern design -- Taking Japan as an example

With the rapid development and progress of society, more and more countries advocate humanized design. After the Second World War, Japan followed the pace of international design. Influenced by the modernism design concept of Western powers, people actively responded to the policies of the government and industry, and established many design organizations one after another. In the second half of the 1950s, Japan began to walk out of the road of imitating American business design and German rationalism design. After the introduction of humanized concept into modern Japanese design, it gradually formed a "Japanese style" combining its own national characteristics, and established a "good design selection system", which has a significant effect on industrial product design and gradually triggered the world design trend. More and more Japanese designers begin to pay attention to the concept of humanized design in industrial products. In addition to the functions of the products themselves, they emphasize to enhance the consciousness of humanized design. Therefore, taking Japan as an example, this paper expounds the importance of humanistic care in the rise of modern design in Japan.

GK design group, a famous Japanese industrial design organization, takes the expression of the concept of "truth, goodness and beauty" as the design goal. It believes that design is a kind of work that endows people's thoughts with form, takes excellent design as the embodiment of people's truth, goodness and beauty, and combines the spirit of humanism with industrial product design. It not only pays attention to the practical function of the product, but also emphasizes the humanistic factors in the design, avoiding too rigid and harsh geometric forms. The design is simple, functional and affordable for everyone, thus producing a modern aesthetics full of "human feelings". Fumie Shibata, a designer famous for "gentle time as power", uses delicate emotion and maternal care, real emotional experience and life experience, and female design perspective and life wisdom to perceive the society. From communication equipment, household products, baby products to medical devices, a large number of works reflect a gentle, delicate and considerate design style. Nowadays, the emotional and humanized products emerge in an endless stream. The trend of humanization has become a new trend in the development of industrial design in China.

5. Conclusions

After entering the 21st century, the world presents the trend of diversified value orientation. Various design styles are rich and colourful. Paying attention to people has become an important theme of industrial design, which has led to many design trends and design styles. Only when we keep pace with the times and carefully observe people's lives, can we play a leading and guiding role in the development of contemporary design. In the design process, designers should consider all the relevant factors involved in the production of design concepts, optimization schemes, design drawings, product production and processing, and use process, and fully consider the psychological needs of the users. In the design, we should pay attention to practical functions, simple and convenient operation, use materials with comfort and changeable materials, form the design idea of "the purpose of design is for people", and call for the design idea of humanistic spirit. Liu Guanzhong, the father of industrial design in China, said in an interview with Ms. Liang that "industrial design is a horizontal specialty, an organization and integration method." Industrial designers not only need to meet the needs of users for product functions, improve the ability to meet users' psychological needs, but also constantly cultivate unique design innovative thinking and research methods. With the continuous development and popularization of barrier free design concept, the design concept of R & D for special groups has been deeply rooted in people's hearts. "People-oriented" design concept has become the main content of industrial design product design. Designers need to pay attention to the use of vulnerable groups and special groups, adhere to the important design concept of "people-oriented", practically consider serving people, and design products In the environment of the whole social situation, we should consider the comprehensiveness of product function as much as possible, think about product design from a diversified perspective, balance the relationship among designers, design objects and social environment, and constantly design excellent products for the public

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