ART DESIGN AS A NEW DIRECTION OF MODERN DESIGN DEVELOPMENT

DESIGN DE ARTE COMO UMA NOVA DIREÇÃO DE DESENVOLVIMENTO DE DESIGN MODERNO

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ABSTRACT

In the XX – at the beginning of the XXI century, a process of rapid development of world art and reassessment of artistic values took place in network culture. A new language of art is formed and developed in parallel with the development of the latest technologies. Changing the assessment and reality perception process requires adaptation of design subjects to the new world, in which information flows, opportunities, and scientific and technical innovations are rapidly and steadily growing and transforming. The changing perspective on art objects – from the past to the future – encourages art consumers to acquire a new sense of art going beyond the boundaries of everyday life and makes us relate to the world in a new way, accordingly transforming our everyday life, our desires and feelings. The rapid development and spread of the latest technologies, the entry to a qualitatively new level of visualization leads to the emergence and integration of new, little-researched processes in the field of design, for instance, art design. The purpose of the academic paper is to study the regularities of art design formation as a new trend in developing the modern design sphere, as well as to clarify some practical features of this process. Analytical-bibliographical, systemic-structural, comparative, logical-linguistic methods, abstraction, idealization, analysis, synthesis, induction, deduction were used in the course of the research to study the scientific literature on the art design development, as well as a questionnaire to reveal certain aspects of

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

223

practical issues in this sphere. Based on the research results, the theoretical and practical aspects of developing art design as a new direction in the field of modern design were studied.

Keywords: Tendencies in artistic design; Construction of a design project; Features of the art design; Nature of the art objects; Technological means in the art design.

RESUMO

No século XX – no início do século XXI, ocorreu um processo de rápido desenvolvimento da arte mundial e reavaliação dos valores artísticos na cultura de rede. Uma nova linguagem de arte é formada e desenvolvida em paralelo com o desenvolvimento das mais recentes tecnologias. Mudar o processo de avaliação e percepção da realidade requer adaptação dos sujeitos do design ao novo mundo, no qual fluxos de informação, oportunidades e inovações científicas e técnicas estão crescendo e se transformando de forma rápida e constante. A mudança de perspectiva sobre os objetos de arte – do passado para o futuro – estimula os consumidores de arte a adquirir um novo sentido de arte que vai além dos limites da vida cotidiana e nos faz relacionar com o mundo de uma nova maneira, transformando nossa vida cotidiana, nossa desejos e sentimentos. O rápido desenvolvimento e disseminação das tecnologias mais recentes, a entrada em um nível qualitativamente novo de visualização leva ao surgimento e integração de novos processos pouco pesquisados no campo do design, por exemplo, design de arte. O objetivo do trabalho acadêmico é estudar as regularidades da formação do design artístico como uma nova tendência no desenvolvimento da esfera do design moderno, bem como esclarecer algumas características práticas desse processo. Métodos analítico-bibliográfico, sistêmico-estrutural, comparativo, lógico-linguístico, abstração, idealização, análise, síntese, indução, dedução foram utilizados no decorrer da pesquisa para estudar a produção científica sobre o desenvolvimento do design de arte, bem como um questionário para revelar certos aspectos de questões práticas nesta esfera. Com base nos resultados da pesquisa, foram estudados os aspectos teóricos e práticos do desenvolvimento do design de arte como uma nova direção no campo do design moderno.

Palavras-chave: Tendências em design artístico; Construção de um projeto de design; Características do projeto de arte; Natureza dos objetos de arte; Meios tecnológicos no design de arte.

1. Introduction

Evolutionary processes in art make it possible to recognize the emergence of innovations in artistic culture, ensuring their long-term impact on the further development of all spheres of social development and the economy. Design plays a significant role in this development. Accordingly, the art design process acquires a new meaning, forasmuch as designers are constantly required to perform new, important tasks corresponding to modern trends in the economic sphere.

The theoretical part of the present research substantiates the relevance, components, primary factors of influence and tendencies in art development.

The practical part of the research includes an assessment of the priority sources of inspiration of art design specialists as important factors in its

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

224

development, the determination of the most important factors in the art design development, the most important and promising directions of specialization in the modern design sphere from the perspective of applying art design objects. It establishes the most important personality traits of a successful art designer and the most promising directions of scientific research in the field of art design development, which will be especially in demand in the future.

Based on the research results, conclusions were made regarding the issues raised. In particular, it was found that living nature, urban cultural life, people and the Internet are sources of inspiration for art design specialists as important factors in its development. Along with this, the factors of the art design development determining the specifics of the design manifestation in a twisted form are mostly the social need for effective, economic tools of graphic images, society's economic and political characteristics and its cultural heritage. The survey showed that the most important and promising directions of modern design's specialization from the perspective of applying art design objects are the design of industrial products and graphic design. The respondents determined passion, the ability to focus on the object, creative elation, inspiration, enlightenment, special knowledge, abilities and skills, as well as diligence, patience, perseverance to be the most important personality traits of a successful art designer. The survey participants also identified the most promising areas of scientific research in the field of art design development, namely: "Demand and identification of the consumer of art design tools", "Features of art design stylization" and "Ergonomics and functionality of art design objects".

The purpose of the research is to determine the standpoint of specialists in the field of art design and practicing teachers of graphic and computer design specialties regarding the features and main tendencies in developing the art design sphere.

2. Literature Review

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

225

If a person evaluates art design as a type of project activity based on a person's desire for individualization in creativity, then his position at the moment is as close as possible to decorative art, as objects of art design partially retain or completely lose their functional properties, while being decorative (Meyer & Norman, 2022).

An important feature of designing artistic objects is their emotional component. When creating works, the designer's efforts are directed to organizing and designing artistic impressions that "consumers of impressions" receive from the object (Zhong, Schröder & Bekkering, 2021).

In fact, when projecting an artistic idea, the designer projects emotions. Due to its focus on individual creativity and the desire to integrate with art, art design requires the artist (designer) to constantly search for ideas, images, and content, colored by emotions, perhaps not linear, but essential, expressive. After all, it is not so important how the artist embodies the object of art design (the artist shifted the focus of his own creativity to the design of the product or the designer minimized the functionality of the created object in favor of the decor). An important stage in the process of designing an object of art design is the search for inspiration (and not waiting for random enlightenment), which can become a starting point for a design or a driving idea in the designer's work (She & Cetinic, 2022), (Goransson & Fagerholm, 2018).

Designers most often look for inspiration in sources that convey various processes, and transmit various concepts and their meanings: cultural traditions, art, and personalities, because it is these sources of inspiration, rich in content and internal relationships, that generate the greatest number of ideas for further creativity. Designers create analogies that form the basis for the next creation of a new design concept (Maher, Maher, & Mcalpine, 2018).

Modern art design differs from traditional design by the fact that it is determined by modern art object production technologies, which have been changed by successive scientific and technical revolutions. At the same time, new technologies affect not only the artistic side of the creative process, but art also necessitates the improvement of technical means (Wu & Li, 2020).

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

226

The purpose of art design as a phenomenon of modern culture is to contribute to improving people's life quality, the development of social-cultural relations between them by creating a harmonious thematic environment and its components in all areas of people's lives, to satisfy the entire diversity of material and society's spiritual needs. Art, in turn, in many ways shapes a person's individuality. In some cases it has a greater influence on his emotions, in others – on consciousness. However, the result of this influence is always holistic (Maher, Maher & Mann, 2018).

It is modern design that develops and accumulates various artistic and design possibilities due to new means of artistic expression, new principles and techniques developed by artists in the process of solving their own creative tasks. This trend is due to the desire of a person to express his ideas in the modern world, to establish his own unique individuality. Artistic design is also based on the principles of high art. It also aestheticizes all components of modern culture as a relevant form of design (Wall & Hall, 2019).

Evolution reveals new unexpected ways of combining traditional forms of artistic activity and technical achievements, indicating about the aesthetic orientation of modern culture. In addition, there are various innovations and repetitions, the emergence of new and at the same time the breaking of old artistic traditions, or the transformation of past stereotypes into modern thinking. All this is the basis of modern culture, the ground for the active development of artistic design (Liu, 2018).

3. Methods and materials

A practical study of modern tendencies in developing the art design sphere was conducted by surveying 252 practicing specialists in the field of art design, as well as 164 practicing teachers of graphic and computer design specialties conducting scientific and teaching activities in 12 higher educational institutions in

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

227

Chernihiv, Khmelnytskyi, Ivano-Frankivsk and Kyiv regions of Ukraine. The research was conducted using the Survey Planet service.

4. Results

According to the survey participants' standpoint, currently, in the conditions of increased demands and attention to the artistic sphere, and in the period of active formation and transformation of art design, an important aspect of its development is assessing the priority and importance of art design specialists' inspiration sources as important factors in its development (Figure 1).

It can be observed from Figure 1 that the most important sources of inspiration for art design specialists are living nature, urban cultural life, people and the Internet.

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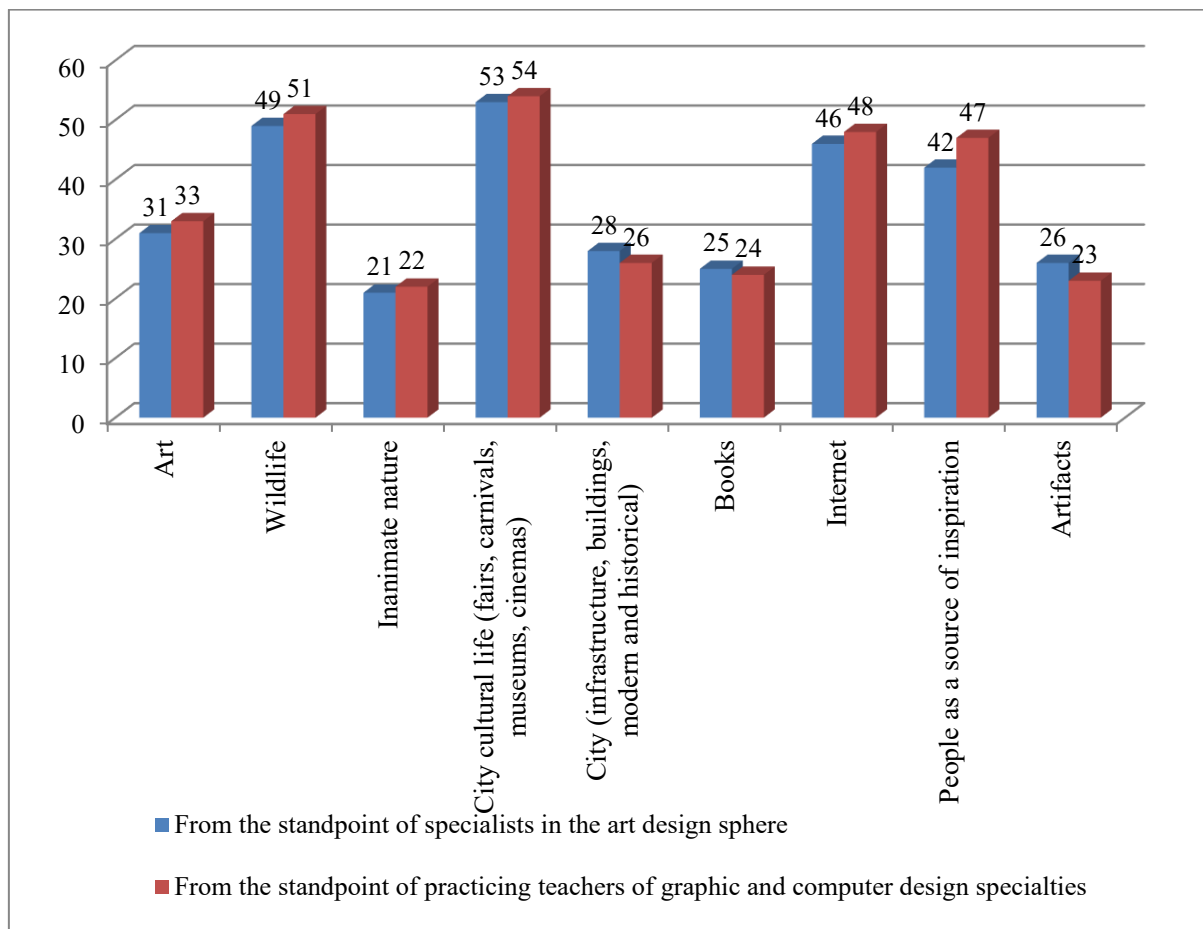abr./jun. 2023.

228

Figure 1. Assessment of the priority of art design specialists' inspiration sources as important factors in its development, %

Source: compiled by the authors

During the survey, the respondents identified the factors of art design development, which determine the specifics of manifesting the design in a twisted form (Figure 2).
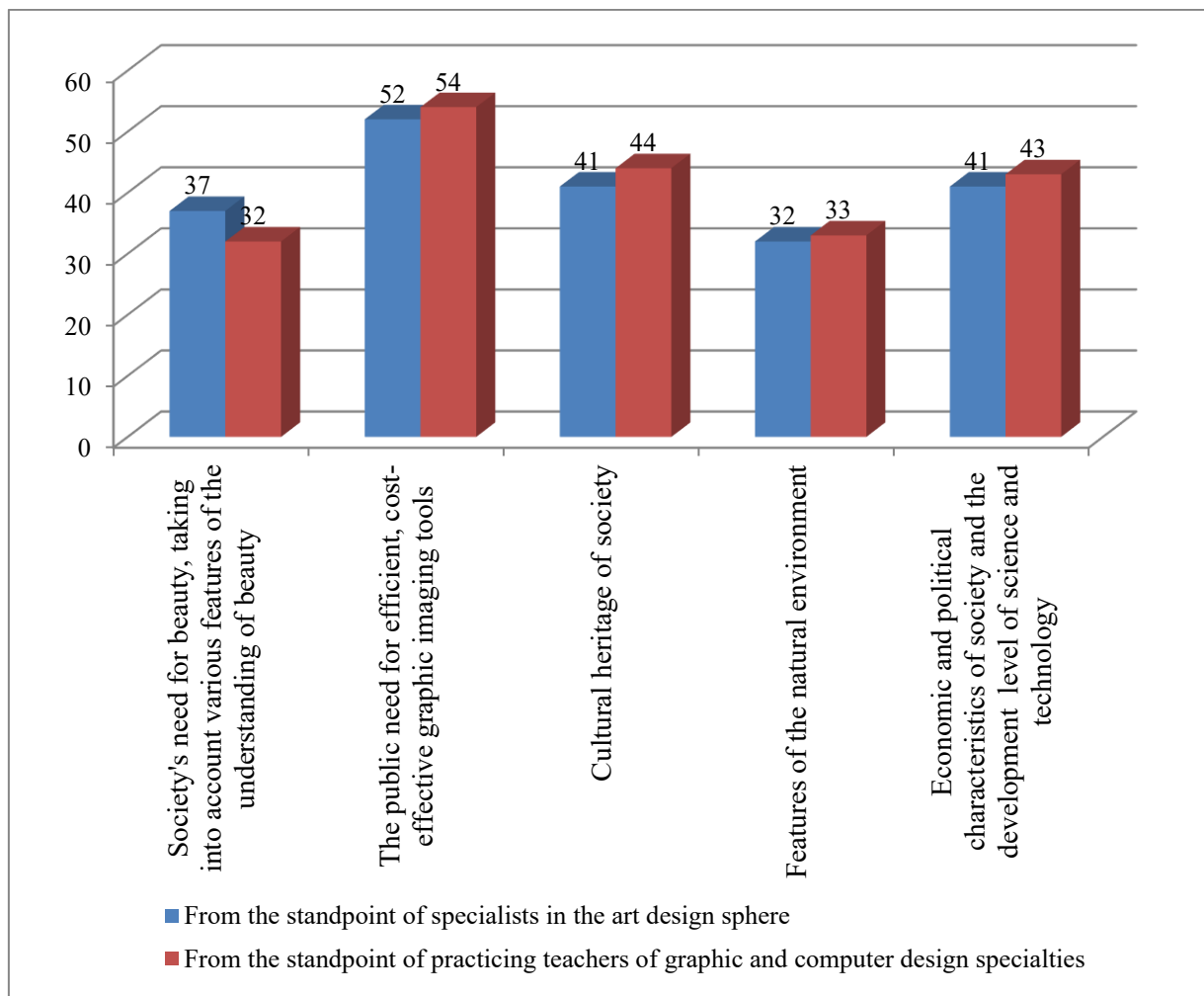

Figure 2. The most determining factors in the art design development, which determine the specificity of its manifestation in a twisted form, %

Source: compiled by the authors

The questionnaire showed that such factors are mostly the public need for effective, economic tools of graphic images, the society's economic and political characteristics and its cultural heritage.

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

229

The important results of the conducted survey are the determination of the participants' standpoint regarding the most important and promising areas of specialization in the modern design sphere from the perspective of applying art design objects (Figure 3).
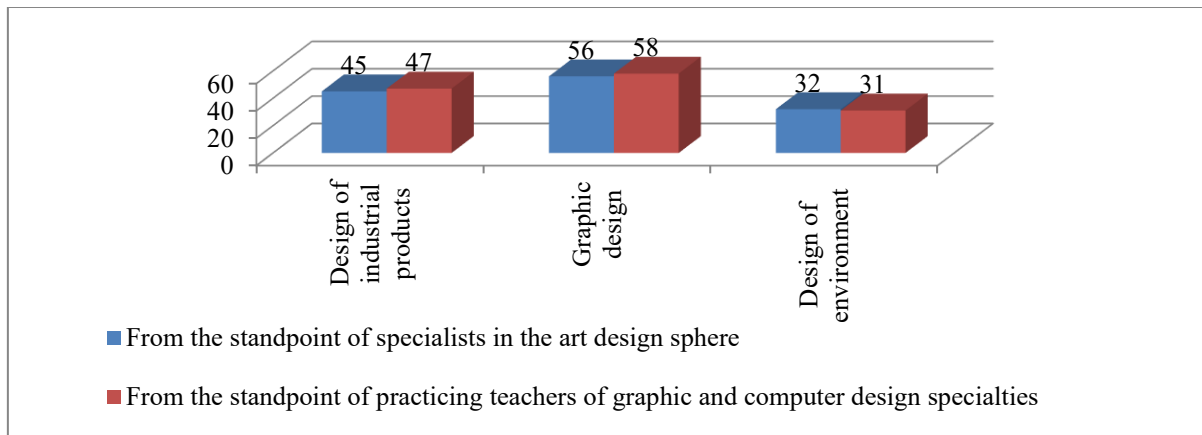

Figure 3. The most important and promising areas of specialization in the modern design sphere from the perspective of applying art design objects, %

Source: compiled by the authors

The survey made it possible to note that such general directions represent a large number of specializations of modern design as industrial product design and graphic design.

The respondents also identified the most important personality traits of a successful art designer (Figure 4):

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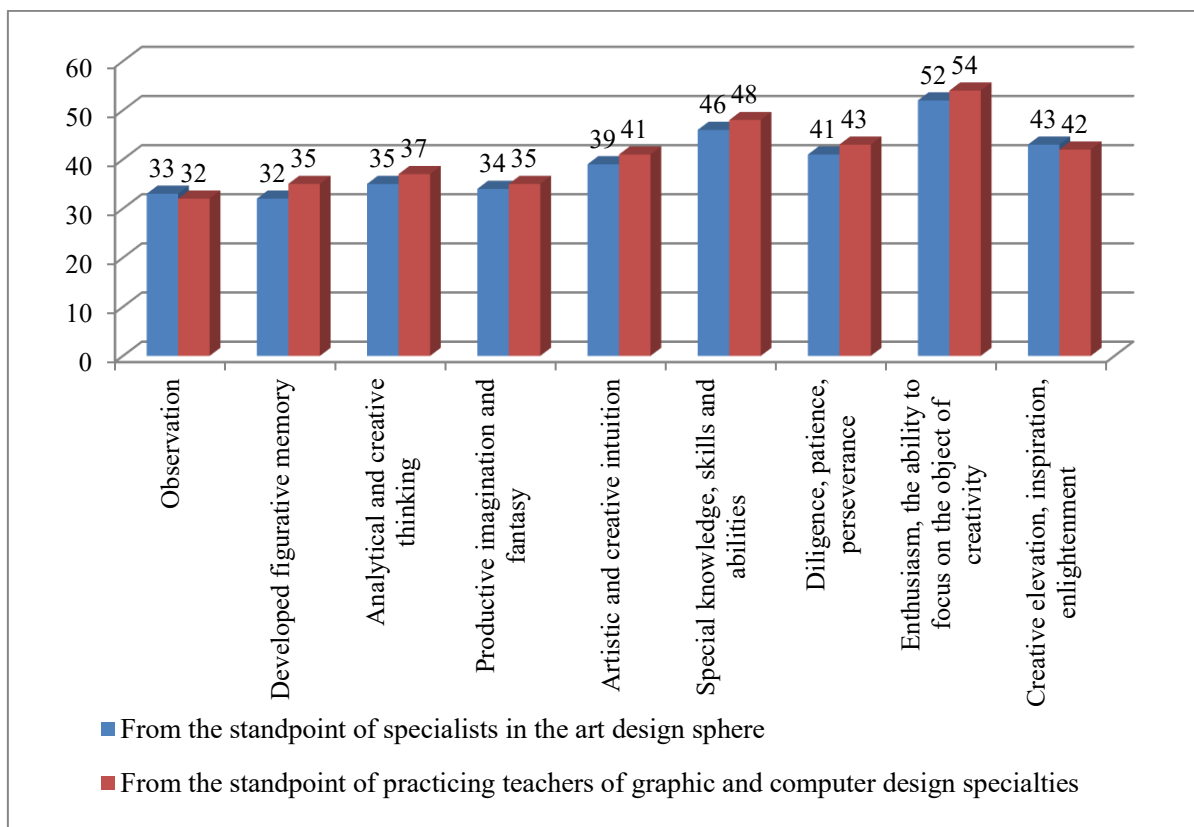abr./jun. 2023.

230

Figure 4. The most important personality traits of a successful art designer, %

Source: compiled by the authors

These are passion, the ability to focus on an object, creative elation, inspiration, enlightenment, special knowledge, skills and abilities, as well as diligence, patience, and perseverance.

Based on the survey results, the most promising directions of scientific research in the field of art design development, which may be in demand in the near future, were determined (Figure 5):

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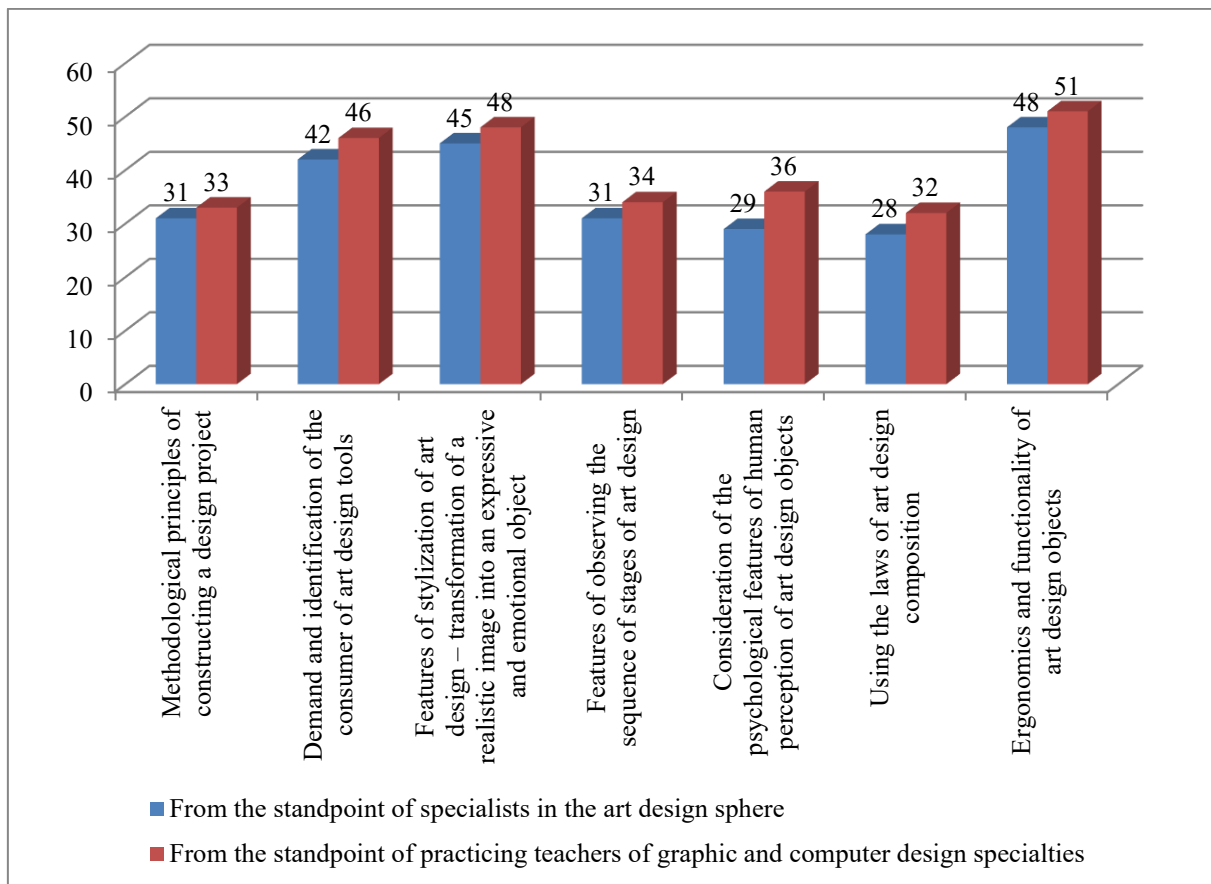abr./jun. 2023.

231

Figure 5. The most promising directions of scientific research in the field of art design development, which will be especially in demand in the future, %

Source: compiled by the authors

It can be observed from Figure 5 that the most promising directions of scientific research in the design sphere are "Demand and identification of the consumer of art design tools", "Features of art design stylization" and "Ergonomics and functionality of art design objects".

5. Discussion

Design as a science arose under the influence of society's specific needs. Its development was determined by the action of two driving forces – humanity's need for beauty and the need for effective means of presenting reality (Zhu, Liu, Xie, Guo, Li & Ma, 2020), (Wang, 2021).

The formation of design is influenced by such factors as cultural heritage, characteristics of the natural environment, society's economic and political features,

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

232

the development level of science and technology, etc. These factors also had a significant impact on the design sphere, determined the direction of its development (Sinfield & Cochrane, 2018), (Liu, 2022).

The analysis of various designers' art objects proves that the topic of the development of this type of art is very popular in the modern cultural sphere. Designers are increasingly using elements of creative improvisation in their works, collections and installations aimed at originality, uniqueness and novelty. At the same time, currently, the form is endowed with a number of specific properties: volume, spatiality, character of movement in space, geometric structure, weight, massiveness, density (Kong, 2019), Fang, 2018).

The art object is a unique artistic form of modern art. Its basis is a comprehensive approach and synthesis of various methods of artistic expressiveness, traditional and non-traditional means of form creation, which are expressed in the unity of a spatial composition of materials aimed at originality, uniqueness and novelty. Important tendencies in developing the art design sphere nowadays are the identification and formation of new characteristic features of an artistic object, clarifying the effectiveness of its perception by revealing the main content, strengthening the emotional impact, as well as achieving harmony and compositional coherence of all elements (Bian & Ji, 2021).

The art design has gained significant dominance as a type of artistic and project conceptualization in the modern value space of art and design. The attraction of designers to certain artistic forms is explained by the fact of seeing art as a source of new original ideas that help them solve their own artistic tasks and contribute to developing design methods and tools (Zhan, 2022).

Fine art enriches designers in their creativity, helps increase their emotional charge. Art design is presented as a new understanding of space. It is related to the creation of unique works with the design of artistic forms of things. Therefore, this design direction converges with decorative and artistic creativity, with modern art. In art design, a thing rises from a utilitarian to an artistic level, destroying the usual everyday image (a new thing becomes a work of art) (Loboda & Denysenko, 2017).

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

233

The art design is the result of the emergence of postmodern design culture, characterized by a variety of artistic positions, a mixture of styles and artistic methods, an individual creative approach and active experimentation. The diversity of the modern understanding of design reflects its multifaceted nature. Design is a form of art combining technical techniques (design, construction) and decorative effects. This is a creative method, process and result of artistic and technical design of products, their complexes and systems, aimed at achieving the fullest possible compliance of the created objects with the environment as a whole, with human capabilities and needs (Holubchak, 2021).

At the same time, design is a project activity on developing industrial products with high functional properties and aesthetic qualities, creating a harmonious thematic environment in the residential, industrial and social-cultural spheres. It is also a strictly planned method of solving a problem that has a significant, often infinite, number of solutions (Hnatiuk, 2018), (Venkatraman, Alazab & Vinayakumar, 2019).

Thus, the art design is an artistic and engineering process, a result and a method at the same time. Design is a means of combining human needs in everything through human culture. Cultural heritage, traditions, rites, customs, religion, etc. and features of the natural environment determine the form and content of person's construction of his own artificial environment.

6. Conclusion

Thus, the analysis of the scientific literature on the research topic and the questionnaire results showed that in the study of the art design sphere it is especially important to establish the relationship between form and content in the process of forming an artistic object. It is the form that affects the perception of the image with a certain aesthetic, artistic load. At the same time, the form of the art's object is enhanced due to the achievement of artistic imagery, involving the disclosure of its main idea and content.

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

234

A person changes his habitat, cultural standards under the influence of evolution, transforming both the cultural space and the sphere of his sensuality. These changes lead to the emergence and integration of a new type of design – art design, capable of transforming a person's inner world, creating new systems of values, meanings and ideals that set new vectors of self-fulfillment.

Conhecimento & Diversidade, Niterói, v. 15, n. 37
abr./jun. 2023.

235

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236

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237

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238

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239

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240

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241