

The Diverse Expression of Beauty——Aesthetic Research in Art Design

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Abstract: Art design is an emerging discipline between art and technology, which is a creative discipline. Art design follows art's pursuit of beauty for intuitive features such as appearance and form, and at the same time has corresponding requirements for the inherent suitability of function and technology. Based on many factors, the discipline of art design is a discipline with strict requirements for "beauty", or the aesthetic sense contained in good art design works will be diverse. Discuss the aesthetic embodiment in artistic design.

Keywords: Function; Technology; Form

Most of the inspiration for artistic design comes from daily life, and it continuously refines, processes and creates life. These works integrate the creator's imagination, and display the function, technology, and form elements accordingly, and have a more diverse expression of beauty. From the Art Nouveau movement to the modernist design movement, art design has gradually moved from the initial decoration to the multi-dimensional combination of technology, art and technology. And in the artistic design, the thinking of designers and artists will be integrated. Therefore, art design needs to perfectly combine material, function and spirit, and to solve the practical problems of human beings as the starting point, so as to realize the true value of a work.

Function, technology and form show different aesthetic expressions, but at the same time there is a certain dialectical relationship between the three.

1. Functional beauty is the core of all designs

The functionality of material should be the primary consideration in design activities. When the ancestors of primitive society began to polish a stone, we can basically think that this is the early design behavior of human beings. For a long time in China, people have regarded design as arts and crafts, so some people may wonder why there are so many finely crafted handicrafts in ancient China. Does this violate the original cognition of design? We do not rule out that there are factors affected by the social environment, but we should understand that no matter how an inkstone is carved, its ultimate purpose must be for the convenience of grinding when writing. If an inkstone that cannot be ground appears, it will lose its original meaning, and those so-called The carving and characterization of the inkstone is a kind of meticulous craftsmanship and a symbol of the owner's identity, or it can be considered that because there is a high-quality inkstone, it needs to be carved more seriously to reflect its preciousness.

The functional beauty in modern advertising design has a more obvious manifestation. In people's purchasing thinking, the first thing that prompts consumers to buy desire is the functional beauty of advertising design. For example, the advertising planning in the auto show, whether it is the visual effect display or the technical effect experience, is to better highlight the various functions of the car, and the display of functional beauty can bring consumers an intuitive consumption experience. This is also an important basis for advertising designers to promote products. Beauty is defined by function. Only when the functionality of the product is delivered to the audience can a system of beauty be constructed. This is also the design basis of functional beauty.^[1]

2. The beauty of technology is the driving force behind the design behavior

The progress of human society has been developed due to the innovation and breakthrough of technology again and again. In the history of human beings, there will always be a small change at a certain point in time, which will cause an unimaginable huge era. advent. An explosion when the ancestors of ancient China were making "Elixir" actually led to the invention of gunpowder, which promoted the development of the entire military; Gutenberg of Germany originally invented copper plate printing to make the Bible more People who understand, did not expect that because of the popularization of printing, more people's thinking will be opened, thus promoting the advent of the era of great voyages, and the whole world ushered in an unprecedented era; and the two industrial revolutions that followed were In a very small aspect, such an inconspicuous phenomenon was found, but people made use and development to make the whole society have a greater development.

The development of design is inseparable from the breakthrough of technology, and the innovation of technology comes from the breakthrough of every idea of human beings, and it comes from the gradual in-depth understanding and understanding of the development of things.^[2]

Technological beauty is often produced by continuous thinking in production and labor creation to meet people's basic needs for material and spirituality. This process contains a lot of technical and functional requirements. Strictly speaking, the concept of tech-

nological beauty is continuously derived from the industrial revolution. The design concept of technical beauty is not only to satisfy people's visual feelings and bring a strong visual impact, nor to only consider the use of science and technology to meet the development needs of modern technology. The main consideration of technical beauty is the practicality of decorations, and some elements of beauty and comfort are added on the basis of satisfying people's use requirements. Therefore, today's research on technological beauty not only has certain commercial value, but also brings people different spiritual feelings on the basis of meeting people's material life needs, so that people can develop in a better direction.

3. Form beauty is the carrier of all designs

Design products are ultimately presented to the audience in a visual form. An excellent design form is often the form chosen by people that is most suitable for their own use, the form that best reflects the meaning of design, and will continue to be revised with the development of human society. Forms have updated requirements.

Form is the direct expression of function. In order to make it more convenient for the primitive people to cut things, the stone is constantly polished, and this polished form is the final form of the early axe. Later, a rod was added to the stone, which made it more convenient and comfortable to use. Later, people made the axe rod into a certain arc shape, and the axe body also made a certain curvature, which made such axe more suitable for human use. It cannot be said that the best form is necessarily the best function, but the best function must be reflected in the best form. The improvement made the form gradually become more humanized.

Form beauty is clearly reflected in contemporary advertising design. If the functional beauty in advertising design is for the purpose of making products publicized, then its form beauty is the way for products to be publicized. The expression methods of the two may be different, but their ultimate goal is to attract the attention of consumers, and the relationship between the two is complementary. The commodities we see in modern times are all "artistic" expressions relying on modern scientific and technological means. It combines products with excellent functionality and consistent aesthetics through today's production methods. Today's industrial products and commodities have a unique visual language, which is what sets them apart from similar commodities, and is also a prominent point that attracts consumers' attention. The beauty of form in the current modern advertising design mainly relies on the characteristics of point, line, surface, space, texture, etc. to express its inner beauty. At the same time, through different forms, different colors, different contrasts, different changes, etc. form a distinction between similar products.^[3]

4. Discussion on the relationship between the dialectical unity of the three

Functional beauty, technical beauty, and form beauty have their own characteristics, but they are interconnected and inseparable. The original motivation of design behavior is to create an object that can solve the current difficulties, or a kind of thinking and idea generated in the human mind needs to be generated through practical behavior. Therefore, in the process of designing behavior, people's awareness and understanding in their minds will continue to improve. This improvement promotes technological innovation, and technological improvement makes design more applicable. This application will eventually be implemented in a certain final form. In terms of specific form, the formation of the form must not simply be regarded as an intuitive performance. It must carry functional and technical factors behind it.

On the other hand, there is a complementary and parallel relationship between them. The development of functions requires the advancement of technology as a support. The development of technology cannot be separated from the requirements of functions. The changes in the form will be adjusted with the development of the technology. The form of market requirements will promote the technology to become more mature and diversified, and the extension of the final function. It will make the form appear as perfect as possible. This progressive and parallel relationship allows the design to develop from more angles, and it also makes the design no longer just stop at the study of the shape.

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