

Analysis of the Influence of Contemporary Art Trends on Art Design

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Abstract: Artistic thought, as an artistic phenomenon, is a manifestation of the regular movement and development of art itself. The influence of contemporary art trends on art design is rich and diverse. At the same time, they also influence each other and develop together in this era of art contention, and progress and develop together with the pace of The Times. Nowadays, under the background of such a diversified world, the trend of artistic thought constantly influences the art design and plays an important role in the development of art design. This paper mainly discusses and discusses the influence of contemporary art trend on art design.

Keywords: Art Trend of Thought, Art, Design.

1. Introduction

The relationship between art trend of thought and art design can be said to be very close, especially in contemporary times, their relationship is difficult to separate. Because art design is linked to the development of science and technology, modern art design is different from the past, they are no longer only the superposition of mechanical technology at the beginning, but have higher requirements for technology, and require designers to have their own aesthetic and expression. For designers, to improve their understanding of art design, the works they design should have their own emotional colors, so that the designed works can have temperature and humanity, and can design more aesthetic works for the society. The "contemporary" in the contemporary art trend is a concept of time, so the contemporary art trend is first of all a time category, which contains the characteristics of the contemporary art trend in this period, and represents an artistic concept in this specific time category. Therefore, people's understanding of contemporary art trends usually has two types: the first type refers to the art style of this period, and the other type refers to the art from the late 1960s to the early 21st century. If we are talking about the latter, then contemporary art can also be understood as postmodern art, but using the term "contemporary" is more appropriate because it is more inclusive. Therefore, if we want to study the relationship between contemporary art and design, we must pay attention to modernism and postmodernism.

Through consulting the data, the author found that the aesthetic consciousness of modernism generally has a complicated tendency. For example, many authors always express their understanding of ugliness and evil in the works they design. They believe that individuals cannot change the world, so they express their tendency to the decadence or boredom of the world in their works. Under the domination of this concept, these authors always show the consciousness of absurdity, chaos, evil and ugliness, so that the scenes in their works always have some characteristics of terror, absurdity and nightmares. For their works, they believe that they are expressing their true side, which is the basic spirit of modernist literature. But they also affirm that good things exist in the world, but they are not willing to just use a simple

vision to understand the world, to describe the world, all the things we see always have two sides, the development of things always with advantages and disadvantages, so modernism emphasizes "waking up from the state of possession", to "the end of the state of innocence".

The design principles and artistic characteristics of designers in the post-modernism period are opposite to those of modernist designers. They no longer only pay attention to the "self-feeling" and "self-expression" in the artist's heart, but start to constantly seek simple forms and decorations to express various design styles, constantly pursue the application of ergonomics in design, and start to pay attention to the humanization and liberalization of design. At the same time, art also began to shift to design, and art and design began to be closely combined. With the rapid development of science and technology, design and art are transitioning from the opposite relationship to the integration relationship. It can be said that postmodern art is the inheritance and transcendence of modernism, and it is usually based on irrationalism and has a strong tendency of resistance to traditional culture. In theory, postmodernism is difficult to get correct experimental results, so most postmodernists oppose the definition or regulation of teaching in different traditional forms. Since the Enlightenment, modern philosophy has regarded reason as the supreme authority, and postmodernism has regarded the questioning of reason as the most important sign. At the end of the 19th century, the irrationalism advocated by Nietzsche launched a more comprehensive attack on modern rational philosophy, resulting in a more radical anti-traditional, anti-rational and anti-holistic postmodern philosophy. From the beginning of the twentieth century, this seed has evolved into a state of controversy between hundreds of schools of thought. To question the limitations of modernism, artists and design artists refer to contemporary doctrines such as feminism, multiculturalism, deconstruction, the time factor, media utility, and materialism. These views emphasize that there is no single, absolute answer or criterion for the creation and evaluation of a work of art, and that it is emotionally separate from and no longer influenced by the finished product, the author, the audience, the place of the exhibition, and the environment. The rejection of the concept of "whole" and the emphasis on heterogeneity, particularity and uniqueness make postmodernist decoration

highly critical and ironic in temperament.

All ideas or ideologies are not invariable in history, especially in this era of diversified artistic development. Due to the rapid development of politics, economy, culture and other aspects of society, people have not only higher requirements for the practical function of design, but also pay more attention to the spiritual and emotional experience. The rapid development of art design is also due to the rapid development of technology, humanity and economy. With the passage of time, from the period of Western realism to the period of contemporary art development, the traditional art forms and emerging media of the East have blended with each other, and the development ideas of art have been constantly updated and sublimated, while becoming more and more diversified, and gradually broke through the constraints of traditional times, space and thinking. This kind of modern art development thought is quietly permeating and spreading, affecting human life. Therefore, the purpose of contemporary art design is no longer limited to meeting the daily material needs of human life, but more importantly, it bears the comfort of various spiritual and spiritual states of human beings. All kinds of contemporary art trends present open ways of expression. In the existing contemporary art trends, more contemporary art concepts and experiences of painters and designers are integrated, which not only provides people with more visual enjoyment and aesthetic feelings, but also gives contemporary art trends a new inspiration and reference for art design.

2. Fusion of Ideas

Since the vigorous development of traditional literature and art, it has been investigated and settled by history and culture, and is full of literary philosophy and wisdom. For example, there is a kind of traditional craftsman in London - wheel maker, George Stewart has made a full explanation of this process. And regard industry as a non-technological folk industry based on practice, historical experience accumulation and long local traditional culture, so under the creation of this environment, the carriage may become a very beautiful thing, it can become a kind of art, comparable to the violin or sailing boat. Each detail has its own principles, and even the size of the road's hard marks should be consistent. The carriage manufacturer needs to know what to do with the wheels, the axle, the carriage, and so on. It is worth noting that these techniques cannot be learned in books, not in science; in short, no one has ever mastered the knowledge of horse-drawn carriage making by experience. If you want to make the carriage work well, it needs to be designed in a specific way, and these "specific ways" are a precious intangible cultural heritage. The inclusiveness and acceptance of contemporary art gives this precious intangible cultural heritage space to further play and a better inheritance environment. For example, the expression of contemporary art is used to introduce this precision to the public in daily life and work attitude, or it is used in the design of machines and other fields.

3. Reference of Method

In contemporary art, the public's understanding and taste of art and design have improved, and design works serve a wide range of the public, so the characteristics of wide audience participation provide inspiration for many design evaluation systems. Therefore, many design evaluation scholars believe

that the evaluation of design art works should not only stand in a professional perspective. More importantly, from the perspective of users and the public, the design works are still in order to meet people's use needs, so whether a design work is beautiful and practical can only be shown after people's use.

4. Design Process

In general, the process of product design is also very similar, that is, acquiring materials and information, then analyzing and refining the generated concepts through personal sensibility and rationality, and finally expressing them through technology and handwork. Therefore, contemporary art has an endless stream of creativity, which is exactly what design needs most. Therefore, the creation and research of contemporary art can help stimulate creativity in the design process.

5. The Impact on Society

With the continuous improvement of modern living standards, people have more and more understanding of art. In the past, people only focused on the functionality of artistic design works. In modern times, with the increasingly mature development of technology, people's demand for functions has been continuously satisfied, and they have begun to pay more and more attention to the aesthetic and ornamental nature of works. It is becoming more and more important in modern life, which not only tests the designer's inspiration, but also has a deeper reflection on the designer's understanding of individuation. Art comes from life, and life is the source of art, and people began to pursue the beauty of art in life." Modern life is more and more detailed, the mind is more and more open, the quality of life requirements not only stay on the surface of the material, but the pursuit of a more noble, more detailed and more comfortable way of life. The pursuit of artistic design works is not only to consider its practicality and functional type, but also to pursue its aesthetics to a higher degree. Many contemporary painters and designers have their own unique views on the social, economic, political and other development directions, and it is the social topics generated by this way of thinking that have played a non-negligible role in the impact of design art.

The basic meaning of the term "design" is the planned and purposeful technical creative activity of the designer. The task of design is not only to serve life and work, but also to create and design in the form of art. Art, on the other hand, includes words, paintings, sculptures, architects, Musical Instruments, dancing, plays, movies, and everything else that expresses beauty. Thus, from the creation of the first medium of human ancient civilization, art and design began to appear. Whether from art, nature, or from art design, art and design have always been synchronized development. However, design pays attention to the tools of life, and art pays attention to human psychology, so the two are related but also fundamentally different. Design is more rational, it needs to consider the practicality, functionality and aesthetics of the product, while art is linked with sensibility, it emphasizes the author's emotions and personal ideas, with the author's understanding of life. It does not need to consider whether the designed works meet the practical function, it is completely the true reflection of the author's inner world, the author only for the beauty of art and how to express the inner feelings of the design.

Of course, design also has some influence on art. Most

artists will combine some simple, rich and creative skills in painting, and play the role of abstract thinking in painting creation. For example, some abstract paintings paint some complex lines and colors in natural scenes, thus forming the abstract language characteristic of the painting style of this period. The design function related to artistic creation is not only partial, but also extensive and macroscopic. In fact, the concepts of art and design are not always separate. The two are like two branches of a tree, each with its own growth trajectory, and coexist with each other in an era. In the course of social history, design and art have formed a hybrid. Modern art and design are constantly drawn to their display of individuality. After tens of thousands of years of development, they have entered a very broad field of development, where they have no space boundaries and restrictions, no other shackles, so with the passing of time, all forms of painting will begin to appear in a new way, and constantly form new developments to promote the progress of design and art.

Both modern art and design exist for the purpose of demonstrating individuality. After tens of thousands of years of development, they have ushered in a rather extensive development space. Modern art is filled in every corner of human development. All kinds of painting forms are unconventional and free from bondage. They all hope to break through predecessors and gain new development. Artistic design techniques are also complex and diverse, and there are many works of art for art's sake. Therefore, design also needs to avoid the design of art for art's sake, which is also something we need to consider.

Under the influence of the contemporary trend of thought, every piece of art is a potential incentive, and the works that can express the author's emotions, and the crafts that can give people the deepest feeling of life should be considered the most noble crafts. Art is also a kind of innate imagination, and it may develop into a part of personal life, so that people become lifelong benefits. The so-called artistic choice is fundamentally a tendency of people's own visual culture and spiritual consciousness. From the perspective of creation and appreciation, one of the main goals of art teaching is to cultivate this sense of choice, so that people can feel the spiritual world of various cultures around them more comprehensively, better understand art and design, and better know themselves. As a new trend of contemporary art, "art design" should be regarded as a combination of technology and aesthetics, it is not a scientific practice. The principle of

product design is to realize people's material and spiritual function needs through the technical means of systemizing and materializing people's expected purpose and viewpoint. For a specific product design project, the normability of technology and the originality of artistic works are two basic elements produced in order to achieve the goal of product design. Together, they constitute the overall needs of material and spiritual functions to achieve the final form of product art. This phenomenon also occurs in production, and this phenomenon also occurs in design, where a design does not directly enter into production, but through creation and thinking and subtly lead to another completely new design. Therefore, compared with design, the more important meaning of art is that art can open the creative ideas of designers in product design activities, expand their imagination space, open up infinite creative possibilities, and constantly overcome the problems in design.

6. Conclusion

Nowadays, the development of society is becoming more and more diversified, and the design and artistic expression forms are also constantly advancing along the diversified development route. Rich artistic expression forms serve the design, while the abstract expression forms of artistic design are constantly borrowed by artists. Art and design are both a process of innovation, which influence and promote each other. Design in art and art in design run through the history of human civilization like a rope, constantly complement each other and move forward in the long history. Therefore, no matter art or design, it is ultimately the art and design used by people. It serves mankind and is a symbol of wisdom and culture in the long history of human development.

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