

# Application of humanized design concept in public art design-- Taking my design Light of Hope as an example

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**Abstract.** Humanized design in today's era of development occupies an irreplaceable position, humanized design is considered in the design of the demand, so as to achieve the exchange of people and objects of natural and accepted, the physiological and psychological, functional and emotional balance, is established on the basis of the understanding of people, and as a starting point and the foothold of the design. Humanized design is the respect and satisfaction of people's psychological needs, physiological needs and spiritual pursuit, which embodies the humanistic care of design and respect for humanity. This paper describes the application of humanized design in public art and the embodiment of it in my graduation design. Meanwhile, it combines excellent cases with my own works for analysis, as well as multi-angle consideration in design.

**Keywords:** Public art; Humanized design; emotional.

## 1. Overview of public art and humanization

Public art is "public" art, or art facing the "public". The public art we discuss today is different from the public art in the traditional sense. It refers to an art form that the concept and form of contemporary art develop and extend in the public space. It is an open and public expression of contemporary art implemented in the public space. In the design of public art, the creation of each piece of public art is to create an information communication channel between self and others, which not only reflects the design skills, but also contains the intention of harmonious coexistence between the work and the environment, and creates the public spirit. Simply emphasizing the "publicity" or "artistry" of public art design is not comprehensive. Compared with other types of design, public art pays more attention to the main design object and carries out the design of artistic and humanistic connotation in the open public space.

In public art design, design should be people-oriented. In the process of design, a good designer should repeatedly examine whether his design can better serve the society and the public. Perhaps there is not much self-consciousness, but the foothold of design is to pay more attention to the society. Design is used by people, is to serve people, its purpose is to make people's life better, improve people's living conditions, so the humanization of design is particularly important.

## 2. Four angles of humanized design in public art

Public art is a diversity of art forms, and a variety of disciplines have crossed, there are both connection and difference, public art should be considered in design function requirement, the cultural connotation, space requirements, the public demands and the selection of materials, etc., also involves material science, mechanics, psychology, architecture, color science, optics and folklore, and so on, Also consider the degree of adaptation to the environment, and the relationship between man and nature. , in my opinion, a good piece of public art, can be the public recognition, willing to work with the interaction is very important, only is accepted and approved, to realize its value, thus the choice of people in this kind of interaction effectively, gradually the focus of the design of back to the people, starting from the demand of people, from the objective requirement of the people to carry on the design, Combined with the physiological structure of the human body, the psychological situation of the human, the way of thinking and so on, optimize the service for people, make people visit and interact more convenient, let people feel the care of humanity, so as to achieve a comfortable experience. It embodies the humanistic care in the design. Such a design not only satisfies people's psychology, physiology and other aspects, but also the perfect combination of material and spirit,

sensibility and rationality. It is also out of the need of security and self-realization, and is a reflection of the rising needs of human beings.

### **2.1 Humanization of ecological resources**

With the in-depth development of sustainable development strategy, the design community is paying more and more attention to the consideration of ecology, which is not only the responsibility of every designer, but also a reflection on the future development. This requires us to deal with the relationship between human beings and nature in the design, and to be more safe and environmentally friendly in the selection of materials. In the process of ecological technology development, designers should minimize the impact on the environment in the whole design, and produce a sustainable design production process and consumption system. This requires the material in the design of the required function of the premise, and people's behavior and activities, and now with the increasingly serious environmental problems, whether the material is environmentally friendly has become an important evaluation standard of material humanization. Therefore, in the design of the modelling design to choose green, safe, recyclable materials, minimize environmental pollution and energy consumption, and optimize the structure of the work, such as through the replacement of local parts to extend the life of the product. In the fourth International Public Art Prize, "Sora Ami: Weaving the Sky", a work from East and Southeast Asia, dyed fishing nets and hung by the sea against a backdrop of blue sky and white clouds, integrating the work with the environment and reweaving the relationship between people and landscape and humanity. Fishing net material affinity is strong, due to the geographical environment, and traditional reasons, they use natural materials fishing net. This design has a unique color and texture, giving people a warm and cordial feeling, is to provide people with a psychological support, the careful use of materials to east And Southeast Asia work "Sora Ami: Weaving the Sky" has a natural, close to life, full of human feelings.

### **2.2 Humanized consideration of humanistic psychological needs**

As we all know, public art design works do not appear out of thin air, and design works must be reflected in the realization of interaction with the masses, which requires that public art works must conform to the local humanities, as well as the psychological needs of the masses. A good work can be measured as good or bad as ordinary graphic works. A really good public art work should be sublimated in its interactive value of humanistic connotation. Works have the public and the masses of the sense of interaction, emotional communication with the masses, pull into the distance with the masses, so that the works of art become public, civilian, so that people feel the warmth of human nature, in psychological needs, fully give humanistic care.

### **2.3 Humanistic consideration of cultural background**

Public art design is a comprehensive art, and cultural background in the design of exhibition space that can be assigned to it, is the spiritual bond works, the vitality of design culture is based on the traditional culture of ethnic customs, as the carrier of culture, art works in the public space of the widely appeared in all over the world, and gradually become a sui generis form of art. American artist Richard Serra created the sculpture installation "Inclined Arc" for Federation Square in Lower Manhattan, New York. The sculpture obstructs the passage and use of public space, the sculpture has security risks and management problems caused by graffiti, and the appearance of the sculpture resembling the Berlin Wall has negative symbolic significance... All of these failed without fully considering the cultural background of the public, so we should consider the cultural background of the audience in the design, and make effective comprehensive application, so as to design better public art works.

### **2.4 Humanization consideration of engineering technology**

Public art works in the public space of stealth seat usually is based on human body engineering, the seat contact with the masses, people rest in accord with human body measure seat shows its

function, not for the elderly, children, the disabled have hurt, is fully consider the various ability of design, to the people of public seats, so we can see in our daily work, Living in places you don't expect plays a big role. In this way, the connection between people and seats is established, which explores the great potential of design, provides convenience for people, thereby improving efficiency and playing a role in society. On the premise of meeting people's basic functions, ergonomic design can also take human needs as the starting point, close to people's needs in the shape and color of public facilities, coordinate and balance users' emotions, and make users feel comfortable and warm psychologically during this period. According to the user's physiological and psychological characteristics and the requirements of the workplace, humanized design provides humanized needs in people's life with its excellent design texture and design characteristics close to the needs of the masses.

### **3. Analysis of humanization concept of Light of Hope**

#### **3.1 Humanization consideration in creation concept**

My design works are designed in an open public space with concern for humanity. The name of my work is "Light of Hope", which means "Light of Hope". I want to give people Hope and warmth through my work, and give people the warmest human care under the epidemic situation. This is the original intention of humanization in my work. In the initial stage of creation, I first conceived the plan. I wanted to create a piece that could give more care and warmth to people under the epidemic through my work, so that people could feel the dialogue between my work and myself in isolation and communicate with myself under the epidemic, so as to give people warmth spiritually. The candle is a symbol of hope. The main body of the candle is divided into 100 compartments similar to the isolation space. Each compartment is filled with masks donated by people of different identities and packed in sealed bags. The masses can close observation in a sealed bag of masks, and read out the trace of life on the respirator and write about Wuhan blessing or blessing to the health care workers to praise, also can express themselves during the outbreak of the idea, increase the work of publicity and the masses, interactive in emotional communication with the masses, make the person feel the warmth of human nature, give a person with humanistic care.

#### **3.2 Humanization consideration in humanistic background**

Culture can give different spiritual values to public works of art. In Traditional Chinese culture, candles represent different meanings on different occasions and at different times. When we celebrate birthdays or happy events, candles play the role of foil festive atmosphere, blessing; When accidents, family members and friends died, candles are used to place memories, mourning. We often use candles to eulogize the dedication of teachers "silkworm to the death of silk, wax torch ashes tears dry"; Through the candle foil a long separation of affection and warmth, "Why should we cut the candle by the west window, but talk about the rain on the mountain at night" and so on. I chose candles as the theme element of the design to first express my blessing to the motherland and the future of Wuhan, and also praise the dedication of the medical staff. The candlelight of candles leads people to hope and gives them warmth. Candles are the most typical representative of symbols.

#### **3.3 Humanization consideration in design scale**

In color to consider, to fit the theme and foil atmosphere so adopted pure transparent color, more modern and stylish in the transparent structure, fabrication and modernism glass structure form, the form and color, no redundant decorate, simple to themselves and solemn calm, and study the influence of peripheral vision to work as a whole vision perception. When the light irradiation in the transparent PC board, high transparent material projection can create more sense of space, material itself can reflect colorful luster, have the effect of the rainbow.

As for the choice of materials, I want to create a visual experience that can run through each other in the space, and give people a calm, comfortable and comfortable feeling, so that viewers will not feel the sudden pressure of the pneumonia epidemic, so as to avoid the burden on the mind, so I choose the material of PC with high transparency. PC is the abbreviation of polycarbonate, tasteless and odorless, harmless to the human body in line with health and safety, can be used for medical use of cups, tubes, bottles and dental instruments, drug containers and surgical instruments, but also for artificial kidney and other artificial organs. PC is a kind of environment-friendly material, can be recycled, won't cause harm to the environment, material is qualitative light easy splicing combination, the characteristic of high transparent and easy to create a clear, under the irradiation of light, flashing colorful luster, can appear even, the effect of the different crystal candle and hard and not easy to damage, has won't fracture toughness than acrylic, PC transparent board can create a refraction atmosphere of different colors through the light, which can be well integrated with the environment in the high transparent block.

#### 4. Conclusion

In modern high-speed economic development, the demand of people is becoming more and more diverse, complex, the function of the good is not enough to make people meet, human needs a comprehensive multi-level development, monotonous design style is difficult to meet the needs of different people, the responsibility of the designer is more and more important, not only need to pay more attention to the needs of the people, but also keep up with the trend of The Times, To provide better service for mankind, make its works more humanized, let people accept. Nowadays, humanized design is becoming more common, and the affection of extension design, design, or is more pay attention to the whole design, different people are in constant quest to find the most meaningful way, and to make it more human, I believe in the future, there will be more works is more humanized, and I will also for the rapid development of society, I'm trying to make my life better.

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