

A Comparative Study of Traditional Design Ideas of Creation

--Take "Design History" and "History of Creation Design" as example

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Abstract

Traditional creation design thinking is an important quintessence of Chinese traditional culture, and it plays an important guiding role in the field of modern innovation. Traditional creations are the crystallization of the wisdom of the working people for many years. The creation ideas are the product design ideas that are derived from the life experience of skilled craftsmen and their thinking about life. Through studying the thoughts of traditional creation in the existing literature and books, explore the possibility of applying traditional creation thoughts in modern design. A comparative analysis of the two books "A Brief History of Creation Design" and "A History of Design-Research on Traditional Chinese Design Thoughts", the traditional creation design thought basis and the understanding of the creation thought elements, the change and update of the creation elements, and two books were found The key features of creation thought, based on the current status of traditional creation research, put forward the characteristic elements and shortcomings of existing creation design thought research, and finally reached the conclusion that the value of modern creation innovation is people-oriented and respecting nature, and the future research trend must be full of Chinese characteristics The trend of the country's tide is developing.

Keywords

Traditional Creation Thought; Contrast; Innovative Design; Nationalchao.

1. Introduction

Regarding creation design, Chinese civilization has given us a rich historical deposit. All creation concepts are the crystallization of the wisdom of predecessors. China still maintains its own unique design style. The introduction of the national trend has also made China's industrial design constantly updated. Whether it is farming culture or industrial culture, China's traditional creation concepts are constantly being integrated, and it is worthy of our deep consideration and discussion to inspire more design inspiration.

2. Summary and Thoughts of the History of Creation Design

Creation refers to the materialized product obtained through manual labor, and it also includes the labor process or dynamic process by which people obtain this materialized product. Ancient creation thoughts and craftsmanship are recorded in "Kaogongji", "Heavenly Creations", "Six Methods of Craftsmanship" and other documents, which are mainly reflected in: clear design and the role of designers, clear division of design, standardized design, and parameterization Design methods, advocating people-oriented creation, respecting the laws of natural science, and emphasizing practical value. [1] The principle of creation in "Kaogongji" of "the heavens, the earth are vital, the materials are beautiful, and the workmanship is skillful" is also a concrete manifestation of holistic thinking in traditional creations. Although the Chinese thought of creation has not formed a system, it has an important influence on the creation behavior of ancient Chinese craftsmen, and even regulates the shape and use of materials of ancient artifacts, forming a lot of "artifacts" and "dao" relationships, such as "artifacts carry Tao" "This reciprocal relationship between "device" and "dao" together constitutes the essence of creation thought. The thought contained in the traditional creation is to pay attention to the time, the right place, the beauty of materials, and the craftsmanship. Therefore, a basic

idea of ancient Chinese design is the unity of the whole. Therefore, design not only refers to the processing of materials to shape them, but also to integrate various factors to form a unique design thinking, such as "heaven and earth are one", "everything is one", "heaven and man are one" and so on. [2] The unified thought of traditional creation can be roughly divided into three aspects: the unity of spirit and reality, the unity of people, things and the environment, and the unity of people and people.

The unity of spirit and reality is essential. Myths, folk legends, and fables from ancient times are all fictional spiritual worlds, and the creation thoughts brought to mankind are also the unity of spiritual yearning and reality. For example, Lu Ban, a famous craftsman in the late Spring and Autumn Period, was honored as the master of Chinese craftsmen by the later world. The hand tools used by woodworkers, such as drills, saws, planes, shovel, curved rulers, and ink fountains for marking, are all said to have been invented by Luban. In fact, they are all inspired by Luban in production practice, after repeated research and experimentation. The tools and construction rules designed in the construction and woodworking industries have been used today, and Lu Ban has become the spokesperson, becoming the first master of the three lines of Chinese craftsmen in the upper, middle and lower shelves. Therefore, in Chinese tradition, the spiritual world and the real world must be unified. The traditional thought of creation also pays attention to "heaven, earth and people", which is also the unique concept of life of the Chinese nation. Its core cultural idea is the word "harmony". After more than 5,000 years of transmission, it has evolved into a spirit and sublimated into a realm. Heaven and earth refer to the environment. "Heaven and earth" is a person's reverence for all things in the world. It is symbolic and allegorical. The creator is a pioneer in promoting social development and creates cultural ideas with the background of the traditional Chinese spiritual world. For example, the division of Fengshui in ancient times was that man conformed to nature and reached the perfect state of "the harmony between man and nature". It played an important role in the selection of base site design for houses, temples, palaces, villages, towns, and urban planning. In addition, the design of Zenghouyi's chime is the embodiment of the spiritual world at that time. The bell represents ritual music, and ritual music culture is the carrier of hierarchy. The combination of ritual and music is not only the representative of exquisite musical instruments, but also the solemn and majestic political system. Ethical system. All these show that traditional Chinese thoughts of creation are the result of the continuous unification of spirit and reality.

The unity of people, things and the environment. The creation activity is the connection method that combines the specific parts of heaven, earth, material, and work that people have found in long-term practice. As a result, the time, the right place, the beautiful materials, and the craftsmanship have become a fixed pattern in the thinking of traditional Chinese creation and design. No matter what artifacts, the sky, the earth, people, and things are also the source of design inspiration, and when they exist, they will not make people feel abrupt, and when they disappear, they will not make people feel empty. Affinity, able to harmonize with people and the environment.

The unity of man and man is connected by the relationship of man-production-man in the creation activity. Man is the main body, divided into designer and user. The designer is mainly responsible for planning, and the user is the receiver and the judge, playing the role of inspection. In addition to many other factors, the most important thing in creation is to satisfy people's needs, and people can take the initiative and naturally accept it. For example: Chinese traditional porcelain has changed from the "Kai Pian" of the Ge kiln in the Song Dynasty, the "Kiln Transformation" of the Jun kiln, to the red glaze in the Jingdezhen kiln of the Yuan Dynasty, to the "Doucai" of the Ming and Qing Dynasties. Environmental and aesthetic changes. [3] The continuous progress of ceramic manufacturing technology is one aspect, but the main reason is to realize the change of people's thinking. Users change their needs from using porcelain to viewing porcelain. Designers change from focusing on function to focusing on aesthetic value, so the creation should also change and respond to it.

It can be seen from the above that there are excellent design ideas in ancient Chinese traditional creations, which is a summary of the life experience and thinking about life of skilled craftsmen, which have far-reaching significance for current product design.

3. Creation Thoughts in "Design History "

Professor Wang Hu does some researches on the past in the history of design for appreciation, reference and extension. He conducts personal comments and discussions. The book is based on three basic concepts, namely "natural view, interpersonal view, and material use view", Explore the ideological foundation of creation, and obtain research value in the sense of design that is determined by the established goal, as shown in Fig 1. Each concept part is based on the main line of the evolution and development of design history, and select iconic cases for analysis and research.

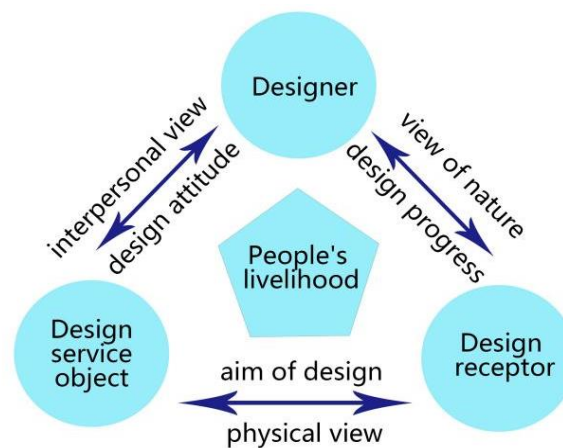


Fig. 1 The "Triptych" of Traditional Design Ideas

Design thinking in a broad sense includes all relevant ideas and thoughts related to the whole process of design; in a narrow sense, it only includes the specific "imagination" and "plans" generated in the early process of "a problem to be solved" within the scope of thinking. Design thought in "Design History Book" is the most important key link in design behavior. "Nature view" is the level of understanding of natural environment and natural conditions; "Interpersonal view" is the level of understanding of design audiences and service goals; "Object-use view" is the consideration of the processing method of state transformation, that is, the selection of materials and processes, Craftsmanship, tools and other specific method arrangements. Design thinking, before the design objects appear in physical form, generally includes the two-stage thinking activities of "pre-conceived" and "arrangement plan". The former includes the "natural view" and "interpersonal view" in the designer's thought. The latter includes the "view of material use" in the designer's thinking. Design includes all the thoughts and behaviors involved in design, and design thought only refers to all the thoughts and ideas involved in design.

Design thinking is a guide for people to engage in life practice, and it is a directional and forward-looking thinking activity [4]; design principles are basic laws of universal significance in natural sciences and social sciences, and the two complement each other and advance and retreat together. The principle of design changes with changes in the future environment, conditions, needs, and means. It is a summary of the principle theory of the relationship between the most fundamental factors involved in the design based on the research of the original design experience. It is in line with the objective The regularity of nature and the logic of thought and behavior. The three concepts in "Design History Book" complement each other, restrict and interact with each other, which constitute the basic principles of design. Now, people have realized the logic of design thinking and the law of behavior in long-term practice, and summarized these basic design principles theoretically and summarized them into a number of design principles. According to these principles and rules, the

thought of creation is synthesized, reflecting the design of things, and the facts and phenomena are also reflected in the principles of logic and regularity in the three concepts. Design thoughts and behaviors must conform to design principles, but the principles must stand the test of practice at any time, and be updated and supplemented with thoughts and behaviors. The book says: "Principle is the core, thought and behavior are extensions, principle is the basis of thought, and thought is the development of principle."

In the evolution of traditional design thinking, the development and creation of things are judged based on the inherent mode of "natural environment-life content-cultural quality". "Pagoda-like" basic structure can explain the viewpoint of creation, as shown in the following table 1, creation is the motivation, perspective, and origin of human thought.

Table 1. "Pagoda-style" infrastructure diagram

Design ideas (function and aesthetics)
Cultural quality (material and spiritual pursuit)
Mode of production (work) ; Lifestyle (consumption)
Life content (the way of living beings)
Natural conditions (material selection for creation)
Natural environment (relationship between man and nature)
Nature (natural cosmology, values of life)

Both the physiological evolution of humans and the evolution of human thoughts follow a regular track, as shown in Fig 2:

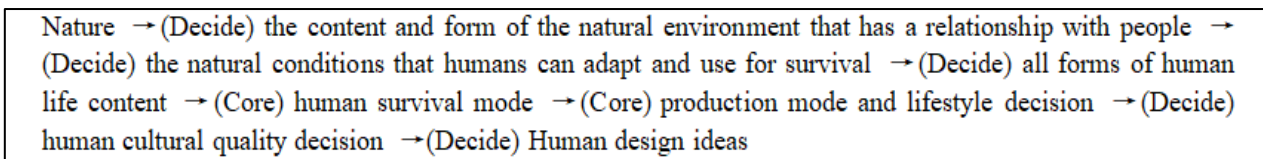


Fig. 2 The character sequence of the laws of man and nature

The design thinking of Chinese traditional design is also closely related to the national characteristics of the nation. From the ideological level, the unique content of national creation design cannot be separated from the national cultural body. The standards of design thinking include: the particularity of the natural environment and the thinking path that filters natural conditions; the order of establishing complex relationships between people And the particularity of the implementation plan; the functional awareness of the complex relationship between man-made things and the design recipient, and the particularity of the way of improvement. The main characteristics of the transformation and renewal of the creation elements involved are still around people-nature-environment. As for the maintenance and extension of national characteristics, it also mainly relies on the unique sense of identity of creation cultural thoughts.

4. "A Brief History of Creation Design" Creation Design Ideas

The first is to connect artifacts and culture to carry out a purposeful premeditated behavior and activity. From the perspective of design-linked culture, culture is at the top of design and therefore is the most basic part of culture; from the perspective of design-linked creation, creation is at the bottom of design and therefore is the most important part of creation, so design breaks culture and The barriers of creation, "techniques carry Tao", "technology advances Tao", these statements are everywhere in the field of modern design.

The second is to connect nature and life. It is to draw materials from nature, apply artificial materials to nature, and change its form and performance. The design thinking that guides people's creation

behavior is a synthesis of two aspects of creation behavior, one part is people's choice of nature, and the other part is people's attitude towards life. The basic foothold of Eastern creation design is the same as that of "Design History"-the concept of "Heaven and Man are one", while in the West, the concept of "Man will conquer the sky". Although the East and the West have different attitudes towards nature, in real life, the central focus of the design of creation with life is the same, and the benefit of people has become the fundamental standard of creation and design in China for thousands of years, which roughly includes: (1) Practical function: Serve people's life. (2) Etiquette symbols: artifacts represent social order. (3) Interesting and artistic conception: to meet people's spiritual needs. Under this concept, the idea of "tools to carry the Tao" was proposed, including active respect for people and admiration for skills.

It is this kind of creation thought that guides and leads the creation and design practice of China from the Shang Dynasty, Zhou Dynasty to Song Dynasty and Ming Dynasty. In general, the thought of creation determines behavior, creation originates from life, and design originates from life. Nowadays, "local design", "national design", "national trend design", "Chinese design" in various regions... all belong to the foundation of their own designs and creations. [5] Reviewing history means thinking about traditional creations, constantly changing and renewing creation elements. Traditional creation thinking is the collection of every behavior in history, and ultimately returning to one's own life.

5. Comparative analysis

5.1 Thinking category

Starting from the creation ideas of the two books, there are similarities, but there are indeed big differences. The ideological scope of "Design History Book" is larger, mainly in ancient China. This book is a historical book, which is different from the design history of "A Brief History of Creation and Design". The focus is on review and discussion. It selects many cases based on the evaluation of priority, severity, value, etc., and describes nature in the Chinese tradition—Human—The creation thought between living utensils, but carefully judged on the design of Hemudu cultural relics, official and folk utensils, chopsticks, and traditional folk utensils, and pointed out that design is a connection between modern human thoughts and natural technology For the first time, the prominent role of the medium of the industry has been highlighted, becoming an important industrial link of the social economy, and developing it into an independent cultural industry with great economic and social value, which is different from any other traditional manufacturing industry. the trend of. The creation thoughts of the book "A Brief History of Creation Design" are mainly placed in the history of Western creation. The oscillating development in the West shows China's consistent and continuous development. Although China does not have the emergence and limitations of religion in the Western sense, China's creation thought has always been consistent. Utilizing and serving others is the foundation of design and creation. The idea of creation in this book is divided into two parts: artifacts and culture, and nature and life. In contrast, there is more culture, which can fully explain that traditional creation ideas have the characteristics of the culture of the ethnic group, and are more emotional, highlighting Chinese design. For example, traditional Chinese Song porcelain, lacquerware, Ming Dynasty furniture, papermaking and printing, watchmaking, etc., have been reflected in Confucianism and Taoism as early as in Confucianism and Taoism. Craftsmanship is regarded as "craftsmanship", and later craftsmanship and experience are recorded by literati, Forming a unique Chinese traditional creation thought.

5.2 Common points and differences in research content

There are various differences in expression between the traditional Chinese design of Design History and the modern design of Design History. Both of them have talked about the West, but they did not rely solely on the West. Instead, they broke all the dogmas of Western modern design, did not deviate from the national conditions and public opinion, gave birth to the design theory of Chinese national characteristics, and historical events pursued facts and truths and gave birth to new ideas. Technology, new ideas, new methods and new ideas. "A Brief History of Creation Design" separates traditional

creation design from modern design, and there is no obvious transitional connection, but "Design History" forms a reasonable conversion between traditional design and modern design, based on the basic viewpoints of modern design. Explain traditional design and give inspiration to the field of design. The source of the traditional design thinking of Professor Wang Hu's "Design History" starts from the relationship of "people are designers—things are design recipients—people are design audiences", and combines the "view of nature" and "view of nature" in traditional design. Conceptually connect the relationship between the "interpersonal view", "material use view" and the "designer", "design recipient", and "design service object" of modern design. The basic principles of modern art are used to solve design problems and serve The study of Chinese traditional creation design ideas has laid a solid theoretical foundation. [6] "A Brief History of Creation Design" describes the Western tradition of creation, from early handicraft manufacturing to machine manufacturing, to standardization and professional production. The separation of design and production has brought the peak of industrialized products, and the rise of industrial design has declared the West The birth of creation thought characterized by rationality and functionalism.

5.3 Different sources of ideas

The research on the traditional thoughts of creation in the two books is not from the aspects of craftsmanship, patterns, styles, etc., but to face up to the entire creation process. "Design History Book" seldom analyzes and studies the relationship between its inheritance, development, change and evolution, but summarizes the ideological evolution system of traditional Chinese design principles, psychology, function, and cultural value, pointing out that the source of creation thought is adaptation to nature, obedience to nature, Respect nature. "The History of Creation and Design" roughly analyzes the relationship between the evolution of ideas, and uses a large number of examples to illustrate the Western and Chinese traditional ideas, interspersed with each other, and tells the origin of the creation ideas by telling stories, recreating the history of design more completely, and talking about traditions. The meaning of thinking is replaced with modern new thinking, which proves that thinking is constantly evolving and not static.

5.4 The uniqueness of the exploration process of creation thought

The origin of the traditional design thinking started in "Design History" is to analyze the three views of traditional Chinese design from the relationship between "designer", "design recipient" and "design service object" based on classic cases of people's life and production methods The dialectical relationship between them is the way of making tools to draw the law of the development of things from the appearance of things. Then the evolution of traditional design thinking shows that the source of the evolution of traditional design thinking is adaptation and selection. The human civilization with design thinking is the evolution result of adapting to the environment, looking for conditions and improving its own living state, physical and psychological state, and it is also the natural environment. Forcing humans to accept the results of various choices. Adaptation, selection and utilization of nature is the only source of the generation, development, and evolution of human thought. The evolutionary process is essentially a summary of the evolutionary process of human civilization. Finally, it shows that the characteristics of traditional design thinking are mainly "adapting measures to local conditions" and "construction in accordance with materials", which is a sign of the uniqueness of the common design ideas of the Chinese nation. It can be seen that its logical relationship is extremely close, and the dialectical relationship echoes the context, making the thought of creation as the preface "a big river with wide waves", comparing tradition to a river, thinking that the riverbed that carries and accommodates traditional civilization is the nature of our nation. The environment, as well as the maturing lifestyle to adapt to natural conditions and the technological experience gathered to improve this natural condition, all these are the inducement for the formation of our nation's unique cultural taste and the ideological tradition of our nation. [6,7]

The idea of "A Brief History of Creation and Design" is completely different from that of "The History of Design". The idea of creation has gone from the source of original creation to the beginning of creation civilization, and then to the technology of creation. It shows that creation thought has a

wide influence, until the Renaissance movement had a great influence on the West. The development of culture and history is an important turning point, and it is also a transition point from handicraft to machine production. At the same time, it triggers deep thinking about the transformation of world designers' creation ideas. Finally, creation ideas are affected by the world outlook of mechanical materialism. For example, in the book Adam Si Mi once described the needle making process: "One worker pulls out the wire; another straightens it; the third cuts it off; the fourth makes the needle tip; the fifth smooths the other end to make the needle tail; do this The needle tail requires 2 to 3 different processes... even the final insertion of the needle on the motherboard is a process. "These divisions of labor are the standardization trend of creation after the 17th century, bringing a standardization direction to the industry. It can be seen that various design reforms combine the tradition and reality of creation into a realistic creation design style. The continuous rise of industrial design has resulted in the creation of various schools of thought: such as decorative, streamlined, and Scandinavian. Finally, product design thinking gradually entered into internationalization and continued to grow and mature. People began to challenge diversified creative thinking and design until the post-modernist style thinking. In short, the latter does not have the dialectical relationship of the former, but is done in one go. The external conditions of the existence factors in various periods trigger the qualitative changes of the creation and become the unique feature of this book.

6. Summary and outlook

Nowadays, the living conditions and living environment of human beings are constantly improving under the influence of design ideas. The integration and innovation of design ideas and methods have brought huge material wealth to human society. At the same time, traditional Chinese creations have embodied China's excellent family virtues since ancient times, such as being simple and thrifty, emphasizing love and justice, respecting and living in harmony with nature, but today's designs lack these, and other problems have arisen: such as energy crisis, environmental pollution, Ecological imbalance also includes "human being alienated into material slaves" and so on. These are all due to the continuous excessive abuse of commercialized modern design, and the excessive value of machine production benefits.

"Harmony and "sustainability" have become important key points for current and future development. The natural world is always developing. Design should maintain "people-oriented and respect for nature", focusing on function and emotion.^[8] With the support of the creation ideology and concept of "History" and "The History of Creation and Design", as a designer, we must constantly reflect on the various important factors of our design products, not only to adapt to the environment, but also to adapt to the future, and to be both practical and down-to-earth. Generosity is the standard for good design.

Therefore, it is necessary to carry forward the spiritual connotation in the traditional creation concept, take the essence and remove the dross, and integrate it into the design of modern industrial products, so that the product can get rid of the imprisoned thoughts of the West and maintain its own unique life. In the past, a new generation of designers was required to continue to deepen and apply it to the current product design. Under the domestic consumption environment of "Intelligent Manufacturing in China" and "Cultural Confidence", to create products that keep up with the times and have Chinese characteristics. Regardless of whether it is an original product or a brand joint name, they all represent consumers' recognition of Chinese culture, and "national tide" must also be a vibrant design trend.

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