

Research on the Future Development trend of contemporary design

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ABSTRACT. *In the 21st century, the living environment is complex and changeable, The ideology of the design was a blend of pluralistic and symbiotic. emerging technologies are constantly emerging and overlapping, the design field is more diversified in style and ideological trend. This article start from the design diversity, green ecological design, interaction design of virtual reality, “people-oriented” humanized design, “Internet +” and the design of management and so on five aspects are discussed and the trend of the development of contemporary design, and points out that the design of the future will be based on a new model of personalized, customized and intelligent.*

KEYWORDS: *Contemporary design, Spiritual needs, Technological innovation, The development trend*

1. Introduction

With the rapid development of science and technology today, people's ideology and pursuit of life quality are getting higher and higher. The contemporary design is not only to improve people's material living standard, but also to meet people's spiritual needs. Contemporary design should cover the needs of different cultures, ages, societies. While meeting the human needs of spirit and humanistic care, there are still contradictions between decorative and functional design. As a result of the difference of individual idea, add the social problem such as poverty, environmental protection, fairness gradually outstanding, contemporary design is in deal with the relation of design and person appear to be unable to do one's best, one of outstanding problem is to be opposite namely prospective and foresight less.

2. Development of Contemporary Design

Thomas Friedman, a three-time Winner of the Pulitzer Prize for Journalism, points out that “the big trends of the coming decades will be dominated by three of the biggest forces on earth: markets (the digital shift of the global economy), nature (climate change) and Moore's Law (the continued leap forward in technology).”[1]. information technology and software has become the most important driver of growth, the future exists in reality, exploration of the future will make designers to broaden the train of thought, make a more broad vision, can use more advanced vision to guide and adjust the current creation thinking, technology updates and changes in the form of art. With the progress of science and technology, quantum physics, nanotechnology, artificial intelligence and other development at an exponential rate, we pay more attention to the future of design. The development trend of contemporary design is reflected in the following aspects: Design of virtual reality; Design of green ecological; personalized design; Design and management of “Internet +”.

(1) Multiple integration of design

The essence of design is actually a collection of interdisciplinary, interdisciplinary and pluralism. Today, all walks of life have realized that the core competitiveness of enterprises comes from design. Design has been fully integrated into the complex global production institutions, no longer simply limited to the aesthetic category, but covers all aspects of consumer experience products. The use of new technology and new materials makes designers' design ideas not only become reality to the greatest extent, but also diversity, which stimulates consumers' pursuit of diversity in life. The purpose of diversified development is to make the realization of core value more efficient, which requires the design must break away from the single pattern, and move toward the development direction of diversification.

(2) Future design of virtual reality

The interactive, human-centered approach is quite effective for behavior-level design[2]. Virtual reality is the general trend of future design and development. It is a new technology that can represent the future development. In the movie 'Dummy', The male master Oleg, accidentally discovered a mysterious channel, which could travel through time and enter John's virtual brain. Within 15 minutes, he could control John's sight, experience John's visual experience and neuronal emotional stimulation, and spy on his privacy. From the point of view of the effect of the film, this may seem like the imagination of the scriptwriter, but from the point of view of art and technology, it is a typical inductive virtual reality interactive experience.

Virtual reality has the potential to disrupt almost every economic and cultural field as much as modern genetic engineering, the Internet, artificial intelligence and nanotechnology. As Kurzweil stated in His book 'The Singularity is Near', the development of virtual reality will definitely bring new media forms to art. With the development of virtual reality technology, the design function of virtual reality art has exceeded the scope of Art. It enables various virtual reality technologies to create and art forms, which can not only overturn the tradition of human appreciation of art at that time, but also intervene in human real life. It is not only an art form, but more importantly, it connects human society with the information of future life. Its ultimate purpose is to become an extension of human senses, so that people unconsciously make choices, judgments and actions.

(3) Green ecological design

In Victor's book 'Design for the Real World', Which American design theorist puts forward that "design should seriously consider the use of the limited resources of the earth and should serve to protect the limited resources of the earth where we live"[3]. This view accord with the requirement of the design concept of sustainable development. He advocates the use of limited resources to satisfy people's basic needs, the need to pay attention to moderate consumption, to limit wasteful consumption behavior. At present, the conflict between world economic development and environmental protection is increasingly intensified, many designs are inclined to green ecological design, among which "low-carbon and environmental protection" is taken as one of the important reference indicators of design, which is a change of design thinking mode. However, this kind of design is not necessarily accepted by some consumers who prefer luxury style. Designers should to guide consumers use their subjective initiative. Take low-carbon and environmental protection indicators as an important reference basis, consumers favor or choose low-carbon products in actual purchase, and persuade them to make rational consumption and environmental protection consumption. Such as the Coca-Cola company in Thailand and Vietnam launched a "happy rebirth" 2nd Lives activities, in order to encourage people to reuse the waste, the Coca-Cola company provided free of charge for those who buy coke 16 kinds of functions of different caps, put them to the old coke bottles, you can put the bottle into a water gun, watering can, dumbbell, rattle, and other small toys. Coke bottles instantly become practical and fun baby, environmentally friendly and full of fun. These successful cases show that designers can infect the design consumer groups from their own design thinking, and try their best to advocate low-carbon consumption and change the public's consumption concept.

(4) Humanized design

Tailoring is feasible. In the past, clothes were made by tailors to fit the customer and make the style that the customer liked. The clothes fit well, but the process of making them is slow, labor-intensive and therefore expensive. But what about using technology to customize products for customers? This method of production is also beneficial for manufacturers: products are produced only after they have been ordered, and there is no need to prepare a large inventory of finished products, thus greatly reducing inventory costs. When the production process is designed with the goal of mass customization, individual orders can be completed in hours or days.

Humanized design take the interests and needs of people as the starting point to consider all issues in design, and to suddenly take individual differences as the yardstick to measure the design results. It not only pays attention to people's needs on the material level, but also pays attention to people's needs on the spiritual level. It is humanistic care in design and respect for individuality.

(5) Design and management of "Internet +"

Design and management in the Internet is an important part of business strategy. More and more companies and enterprises, starting from design management, will have more considerable prospects than peers in the sustainable development of enterprises and companies. Research, development and management of products according to the needs of consumers[4]. With the support of the Internet platform, we can better grasp the market dynamics and influence and change users' lives.

IKEA is a famous Swedish home furnishings retailer, with nearly 300 home in 36 countries around the world. IKEA formed its own unique development strategy and design management system, and the top-down operation mechanism, good design concept through its products fully convey to customers around the world. IKEA has changed the traditional furniture sales model by paying close attention to the fashion trend. According to the

needs of consumers, the enterprise quickly collects information and feeds back to the headquarters, conducts product development and processing, keeps in close contact with the factory, and finally completes the design task. In the four processes of product research and development, design, production and retail, a vertical supply chain is formed.

The management mode of “Internet +” has brought a series of changes to people's lifestyle. The integration of Internet thinking, design service and management has leveled the dialogue mode and cognitive situation between different groups and design.

3. Conclusion

Design is a proactive and predictive, whether it is a diversified design, virtual reality interactive design, green ecological design, the “people-oriented” or “Internet+” personalized design. The development trend of the future will be with the development of the ERA, fusion of emerging technologies, for the art and science and technology innovation to provide more opportunities for development. Ability of artists and the public to dominate design is unprecedented. Creation is everywhere, Everyone is a creator and designer.

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