

Talking About the Use of Marxism and Social Science Methodology in the Visual Communication Profession - Take UI Design As An Example

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Abstract:

As a practical activity combining practicality and aesthetics, the visual communication profession has always applied Marxist social science methodology to art creation on the basis of practice, and UI design, as a discipline in the visual communication profession, also follows this Marxist principle. The purpose of this study is to explore the relationship between interface design and Marxist social science methodology by taking UI interface design in visual communication as an example. Conclusion Marxist social science methodology is a scientific and correct guiding theory, and UI interface design should consciously take Marxist social science methodology as the highest guiding ideology.

Keywords:

User Interface Design, Social Science Methodology, Marxism, Visual Communication Design

1. Introduction

Marxist social science methodology is not dull, formal and monotonous; it is a correct and positive advanced theory guiding China's practice today, and it is increasingly showing vitality and vigor along with the development of practice. The development of society is inseparable from theoretical guidance, especially in today's critical period of social development, the need for theoretical guidance is also more urgent. And no matter how society changes and develops, it is to follow certain development laws, and in this process, Marxist social science methodology helps us understand and grasp the laws of social development. This has influenced not only philosophy, but also politics, economy, art and other fields. Using Marxist social science methodology in art design to observe, study and deal with the problems of UI design in visual communication design will provide some correct judgment for UI designers.

2. The Meaning of UI Interface Design in Visual Communication Design

Visual communication design refers to the process of transmitting certain information to the audience through visual artistic expressions with a certain goal as a precursor and causing a certain impact on the audience. UI interface design is one of the visual communication designs, which is one of the important components of smartphone screen appearance on the one hand and the logo display platform of cell phone application clients on the other. [1] The most fundamental purpose of UI design is to deliver effective information for users, facilitate human-computer communication, and enable users to quickly understand the functions and operation steps of the software. In the early stage of interface design, UI design mainly considered the relationship between people and products, based on human-computer interaction, to meet human needs, and aesthetics was in a secondary position. With the subsequent progress of technology, people's needs were more satisfied, and the aesthetic requirements for UI design came along, and more people hoped to get a sense of pleasure and improve user experience through UI design. But whether it is the early UI design that considers human-computer interaction or the current UI design that focuses on aesthetics, the first thing to emphasize is functionality. The logical starting point of UI design is to meet the needs of users and to guide them.

3. The Basic Principles and Methods of Marxist Social Science Methodology

Social sciences are mainly concerned with the study of human behavior in society and certain social phenomena that result from it, and their main task is to explore the nature and laws of social phenomena. Social science is characterized by the pursuit of unity, coherence, simplicity and necessity. Engels once pointed out: "Marx's whole worldview is not a doctrine, but a method. It provides not ready-made dogma, but a point of departure for further research and a method for use in such research." [2] Through years of practice, Marxist social science methodology embodies the universal adaptive experience in most cases and follows its principles of objectivity, subjectivity, wholeness, specificity and development, which takes dialectical materialism and historical materialism as fundamental methods, with specific elements such as the practical method based on practice, the method of studying social contradictions based on dialectical thinking, the method of studying social systems. These methods form a methodological system. The author's next research on UI interface design will be based on Marxist social science methodology to make judgments and analysis.

4. The Problems of UI Design

With the rapid development of new media on the Internet, APP has developed rapidly in a short period of time due to its convenience, spread and ease of use, and due to the rapid technological innovation, there is no way for the interface design to have a complete and mature system in a short period of time, so from the perspective of interface design, there are bound to be some problems due to the rapid development, and some of the problems that exist in the current UI design are listed below.

4.1. Disconnect between theory and practice

In the process of UI design, there may be a problem that you have mastered a lot of the theoretical foundation of UI design in the early stage, and you are familiar with and understand some basic norms and principles of UI design, but when you really create, you can only elaborate on your design concept because of the lack of practical experience, and fail to realize it in a visual way. This problem is common for design students nowadays. Most design students focus on the theoretical foundation in school and have solid theoretical knowledge, but when it comes to the practical part, they cannot express their innovative thinking in design language well, which is attributed to the fact that they have not practiced a lot and do not understand the current design market. Take the principle of differentiation of UI design as an example, its theory tells us that product “homogenization” is a common trend in the market, while distinctive and unique UI design can establish a brand image for enterprises and enhance their core competitiveness. However, if we only focus on the theory and fail to start from the actual situation, and pursue the design differentiation without practical research and analysis, such novelty will, to a certain extent, make the users out of the inertia thinking and spend a lot of time to adapt to the new interface and interaction, which will reduce the user experience.

4.2. Design localization and fragmentation

UI design should follow the principle of uniformity, with a consistent style and color scheme. When we analyzed the UI of some existing apps in the market, we found that some apps have problems in this regard.

In terms of style, the theme and target are not unified, for example, the APP is positioned for children, and the overall UI is based on saturated colors and cartoon style, but in some secondary interfaces or local modules it uses low-saturated Morandi color scheme, which is more inclined to adult women, and the style fails to be unified. Various information modules and components of the app should start from the whole, even if the different components convey the same information. The goal should also be consistent. From the viewpoint of elements, only the delicacy and beauty of individual icons are emphasized in the design, and different icons have different outlines, curvature size, stroke thickness, etc., failing to start from the whole, leading to fragmentation and confusion of the interface. From the interaction point of view, the interaction standards are too different, for example, the user clicks the upper left corner for return in the first level page, while entering the second level page, the user clicks the upper right corner to return, such interaction will increase the time for the user to judge the result of the behavior and interfere with the interaction process.

4.3. There is a contradiction between artistry and commerciality

Artistry and commerciality are two very important concepts in the society nowadays, and there has always been a deep contradiction between artistry and commerciality in design, which are interlinked, influenced and restricted by each other. On the one hand, designers are eager to show their individuality and pursue the uniqueness of design, but on the other hand, they have to meet some demands of the commercial society. Sometimes, they pursue the artistic value too much and show their artistic pursuit, but the works designed cannot be accepted by the public, and the works cannot be converted into economic benefits, which is not very meaningful to the market. The design based on business will also bind designers to pursue themselves and show their individuality, which will weaken the creativity and uniqueness of the design works, too much to pursue commercialization and meet the

market demand at the expense of artistry. The utilitarian nature of business and the artistic nature are sharply opposed and difficult to reconcile. What is in line with the principles of art is not necessarily suitable for the market, and what is sought after by the market may be exactly what art should abandon. [3] In UI design, the design is user-oriented, art and business must not be separated, but then many designers need to face the dilemma of how to balance the contradiction between art and business, how to make the market adapt to the nature of art, I can neither make the design too commercial and ignore the artistry of the design itself, nor make the design too artistic and ignore the needs of the contemporary art market, how to achieve the organic integration of art and business, to create a clear positioning, loved by the public, easy to use interface design is also a problem that needs to be considered in depth.

4.4. Failure to address user needs

UI (UserInterface), that is, user interaction, is the carrier of information interaction between people and products, mainly to serve people, user needs occupy a very important position in UI design, but there are also some user needs problems in the market app. For example, the instinctive layer is the sensory stimulation of UI to users, including color, shape, style, etc. For example, the psychological healing app should use mild, light color scheme instead of the impactful, bright color scheme; the behavioral layer is the emotion triggered by the user in the process of clicking the product, including function, readability, ease of use, etc. For example, the icons in the UI interface, in a narrow sense For example, icons in the UI interface, in a narrow sense, are graphics displayed on the digital display and can be simply understood as graphic symbols used to guide the user to perform operations. [4], its design should not be too complex and advanced and obscure, nor should it be too simple and unclear, it needs to give users an intuitive visual feeling and convey clear information; the reflection layer is a deeper emotion, awareness, understanding, personal experience, cultural background and other factors intertwined with complex emotions generated within the consumer [5]. For example, different apps have different audience groups with different cultural connotations, religious beliefs, and emotional attachment, and some apps do not target different groups to achieve different emotional resonance and emotional dialogue with users. these three levels of UI design fail to be people-oriented, start from the user's needs, and address the user's needs at the root.

5. The application of Marxist Social Science Methodology in UI Design

Marxist social science methodology is an open scientific system, distinguished from the theoretical basis of natural science. It is a guide for socialist science, using the scientific worldview and methodology to guide our research, life and work, so the research on interface design should also be carried out under the guidance of social science methodology. For some problems in UI interface design mentioned above, the authors apply the four methods in Marxist social science methodology to solve the problems mentioned above in UI design.

5.1. Practice-based research methods

Marxism believes that practice is the basis of social existence and development, it is the fundamental driving force to promote social development, it is the only way to test the truth, and the method derived from practice is a verified science. In Marxist social science methodology, the combination of practice and theory is a very important issue,

and all research should be based on practice. In the process of continuous development and innovation, UI design has summarized more suitable design principles and concepts, but Marxism tells us that everything in the world is in constant movement and change, and the development of society and the emergence of various new technologies make UI designers should be based on practice, reflect on new problems and summarize them, update the design theory system, combine theory and practice when creating designs, use theoretical knowledge to irrigate practice, insist on using practice-based research methods, learn to look at the essence of the problem, respect practice, carefully observe the problems and phenomena that occur in reality According to the phenomenon, the corresponding design theory is used to analyze. To eliminate the problems arising from closed doors, to return the "essence of knowledge" to "practical experience", and to understand and explain the world from "practical experience". [6]

5.2. Social system research methods

Everything is a system composed of basic elements. The social system research approach is to view society as a system, and to study the interrelationships and interactions between the various structural elements of society, which follow the principle of wholeness, grasp the relationship between the whole and the local, and establish a sense of the whole. The interface is a carrier of information, to convey certain contents, themes and emotions to users, and its structural form is composed of various visual and auditory elements. When designing the interface, the social system research method is used to look at the problem systematically and holistically, emphasizing the common factors of each component of the interface and making each part contain certain formal characteristics together, linking each component element into an organic whole and insisting on When designing, we should not only improve the parts, pay attention to the design details, and give full play to the characteristics of each element in the interface itself, but also look at the whole, grasp the systemic nature, unity, and fully realize the connection between each element in the interface, so as to achieve the unity of the form. For example, in the layout, grasp the sense of order, the layout of each part of the elements to make overall consideration, the interval distance is reasonable and unified; in color, different colors have different emotional orientation, to APP positioning for color selection, while paying attention to the comfort of color coordination, generally using two to three standard colors is better; in the icon modeling to focus on the theme of the interface direction, unified planning, unified style.

5.3. Social contradiction analysis method

The basic contradiction of human society is the main driving force of social development. Contradictions are universal in the development of things, and the analysis of social contradictions is a method of resolving contradictions by tracing the contradictory movements of society. Mao Zedong pointed out, "This dialectical view of the universe primarily teaches that people should be good at observing and analyzing the contradictory movements of various things and finding ways to resolve contradictions based on this analysis." [7] The contradiction analysis method includes looking at problems from two perspectives, analyzing specific problems in concrete terms, and insisting on the unity of two-point theory and focus theory. In the process of UI design, when the designer faces the problem of imbalance between artistry and commerciality, he should have a rational understanding of the contradiction, divide

the problem into two, grasp the law of contradiction and unity, grasp the focus and mainstream, use dialectical thinking to look at the problem, and when displaying himself, he also needs to make his works meet the aesthetic needs of the society at large, and distinguish the main contradiction from the secondary contradiction. Clearly, in the case of UI design, the purpose of design is to provide services for the society at large, and its basic goal is to meet the needs of users, so its main contradiction is commerciality, which plays a leading and controlling role in the development of APP and is in a dominant position, while artistry is secondary and it is in a dominant position, therefore, design should adapt to the laws of market development, and under the premise of meeting the needs of society, then fully play out their own personality, so that it is a good work.

5.4. Social subject research method

Social subject research method refers to the people as the starting point of social history research, people in the center, people are the main body of social history, the existence and development of society can not leave people, through the study of human emotions, behavior, thinking and other aspects to grasp the characteristics of social subjects and laws, so as to better serve people. Comrade Hu Jintao said: "Adhere to the people-oriented is to achieve the overall development of people as the goal from the fundamental interests of the people, seek development, promote development, and constantly meet the people's growing, growing material and cultural needs, and effectively protect the economic, political and cultural rights and interests of the people, so that the fruits of development benefit all people." [8] In the time of UI design, the real needs of users should be fully considered, the development of science and technology whose ultimate object of service is people, the development of technology is to create a more convenient human life. Therefore, clarifying the needs of the object is the driving force of developing technology. [9] Through various pre-studies, questionnaires, user interviews, etc. to understand user pain points, put user experience in the first place, analyze users' emotional needs from three perspectives: instinctive layer, behavioral layer and reflective layer, fully understand users' preferences and needs in terms of color, layout, style and icons in the interface, and make targeted designs. It is not possible to cover all users with one design method, but to explore the real needs of users' hearts from a realistic perspective, so that we can design a design that is consistent with the needs of the public, and thus better promote the development of UI design.

6. Conclusions

To sum up, scientific and high-quality user interface design always takes Marxist social science methodology as its development direction. The Marxist social science methodology theory is the guideline and basic basis for designers when making designs. The use of scientific theories in design is very important to improve design skills and to make design works that meet the needs of the public. No matter in cell phone or PC, the social science method should be used throughout the design, based on practice, people-oriented, serving the people, with the basic purpose of meeting the needs of users and accepting the test of the real market, using a systematic and comprehensive viewpoint to see problems, respecting the objective laws of social development and the universality of contradictions, making specific analysis, and consciously taking the Marx The scientific method of socialism is the highest criterion of design, so that we can make good interface design.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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