

Discussion on the Development and Trend of Ceramic Design Under the Scene Transformation

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Abstract:

With the rapid development of science and technology and the continuous change of society, ceramic design is standing at a new turning point. As a way of design thinking, scene transformation is changing the direction and trend of ceramic design. China's ceramic art has a history of thousands of years, and has a strong cultural heritage. Since its rise, it has been favored because of its beauty and practicality, and has become one of the cultural treasures of the Chinese nation. However, with the continuous development of the times, traditional art and culture cannot remain unchanged. It should follow the new market needs to flexibly change its form of existence in order to better maintain its development trend. This paper will analyze the characteristics of ceramic design based on scene transformation, analyze its development and trend, and devote itself to promoting the organic development of ceramic art in the new era.

Keywords:

Specific Situation, Ceramic Design, Development Trend

1. Introduction

Ceramic design has a long and glorious development in the history of human civilization. However, with the changes of society and people's lifestyles, the demand for ceramic products has also undergone tremendous changes. As a design movement, scenario transformation emphasizes that designers use creativity and imagination to integrate design with specific scenarios and break traditional restrictions and conventional thinking. People in different times often have different lifestyles. In the 21 st century, with the high-quality satisfaction of material needs, people's spiritual and cultural needs are becoming stronger and stronger, and the aesthetic aspect has also undergone great changes compared with the past. Traditional ceramic design is gradually difficult to meet the diversified market demand in the new era. Modern ceramic art should not only have its own artistic characteristics and aesthetic display ability, but also conform to people's lifestyle. Therefore, it is necessary to study and discuss the development and trend of ceramic design based on lifestyle. [1]

2. Ceramic Design Characteristics Based on Scenario Transformation

2.1 *Pay attention to humanized design*

In recent years, with the continuous development of science and technology and people's continuous pursuit of quality of life, focusing on humanized design has become an indispensable part of the field of ceramic design. Humanized design can not only improve the practicability and comfort of products, but also bring people a better use experience.

First of all, humanized design requires designers to be people-oriented and pay attention to people's needs and feelings. In ceramic design, people often face some practical problems in the process of use, such as easy to overturn and easy to burn hands. Designers should focus on solving these problems. For example, the designer can design a tilt angle at the bottom of the cup, which can well prevent the inconvenience caused by cup dumping ; moreover, through the treatment of special glaze surface, the cup can improve the thermal insulation performance of ceramics and avoid the phenomenon of hot hands. These small changes can often bring greater experience, but also can improve the practicality of the product. [2]

Secondly, humanized design includes people's psychological needs. In ceramic design, some simple-looking items can also meet people's psychological needs through some special techniques, so that people are more comfortable and pleasant in the use process. For example, by combining with nature, ceramic products can not only look more natural and beautiful, but also stimulate people's curiosity and creativity, so that people can feel more fun and emotion in use.

In the design of ceramic cups, designers should pay attention to the stability and skid resistance of the cups to avoid accidents caused by the instability of the cups during use. Designers can add anti-skid pads at the bottom of the cup or use special material treatment to improve the stability of the cup, while reducing the possibility of sliding to ensure that people feel safe and comfortable when using the cup. [3]

In addition, humanized design also takes into account the needs of different groups of people. People have differences in age, physical condition and cultural background. Designers should take these differences into account as much as possible to make the design more applicable and inclusive. For example, in the design of ceramic tableware, a more suitable handle shape and size can be designed according to the needs of different groups of people, taking into account the habits of left-handed and right-handed people, so as to improve the convenience and comfort of tableware.

In ceramic design, "humanization" is not an unfamiliar concept, whether designers, or consumers are very sought after. For example, in the design of ceramic tea sets, designers first need to consider whether the utensils meet the functional characteristics of the human body, and whether the water outlet of the utensils is smooth and unimpeded. Secondly, the structure of the tea sets should be determined. Cleaning is bound to be involved in the process of people's use. Modern life has entered a fast-paced stage, and products that are easy to handle will be more popular. At the same time, the lifestyle may be affected by many factors, including politics, economy and culture, among which the economic impact is particularly obvious. Therefore, the development of ceramic design should be based on this, pay attention to humanized design, and create excellent ceramic works that meet the needs of the times. [4]

2.2. Focus on simplified design

In today's ceramic market, more diversified ceramic utensils have gradually emerged, which has added a lot of new understanding of ceramics to people. In modern ceramic design, both decoration and modeling are more or less involved in simplification. For example, in the decoration of ceramics, the designer will complete the partition decoration through simple and smooth lines, so that it is coordinated and unified. In the modeling aspect, the simplified design is realized through the storage of the instrument itself or a certain part. And simple design is largely convenient to carry, such as "tea egg-DONE" (as shown in Figure 1), which is designed by the famous design master Wang Chunyang and his assistant. The modeling design takes the tea egg as the prototype, the appearance is simple and generous to simplify, fully showing the beauty of the instrument.

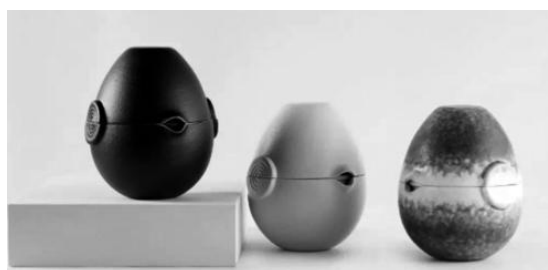


Figure 1. The simple design of "tea egg-DONE".

2.3. Pay attention to the inheritance of traditional culture

As an excellent historical culture of the Chinese nation, ceramic culture has a rich historical imprint. The early artisan ancestors also left many resources worthy of reference for future generations. The design of modern ceramic works should inherit the essence of them. Ceramics have experienced a long period of historical development. People in different regions in different periods have different lifestyles. Therefore, ceramic culture can also reflect the differences between different cultures and cultural thoughts. The inheritance of excellent culture is not imitation, but to adapt to the characteristics of the times, learn from the experience of ancestors, and create a distinctive ceramic culture. For example, the work of "Xi Gu Shuo Jin Zhi Xiao Gang Pao" (Figure 2), which is based on the "bowl cake" of Fujian as the design prototype, and draws on the storage method of the bowl cake, that is, the understanding of the relationship between the artifacts and the space of the ancestors. On this basis, the space design is completed according to the modern aesthetics, and the ceramics that can meet the needs of the modern lifestyle are produced. [5]



Figure 2. The traditional culture design of "Xi Gu Shuo Jin Zhi Xiao Gang Bubble" is followed.

2.4. Focus on the integration of design concepts

The design concept is the core idea and value behind the design work, which organically integrates the designer's concept, creativity and emotion. In ceramic design, the design concept not only gives life and meaning to the work, but also profoundly affects people's understanding and perception of the work. The integration of design concepts runs through every link of ceramic design, from the initial design concept to the final product presentation. First of all, the design concept is reflected in the choice of materials. Through the research and understanding of different materials, designers choose materials that are consistent with their own ideas, so that they are closely related to the design concept, and can express the information and emotions that the design concept wants to convey. [6]

Secondly, the design concept is reflected in the ceramic production process. The process of ceramic production has a long history, and different processes can express different emotions and ideas. Designers can combine their own design concepts with the ceramic production process to create unique and powerful works by selecting suitable process methods.

The design concept can also be reflected in the form, structure and decoration of ceramic works. Designers can express their own unique design concepts and concepts through the pursuit of morphological aesthetics and the use of symbolic language. Through the design of form and decoration, designers can convey information and emotions to the viewer, triggering the resonance and thinking of the viewer. The integration of design concept can not only give ceramic works higher connotation and value, but also lead the development direction and trend of ceramic design. First of all, the integration of design concepts can make ceramic works closely integrated with contemporary society and culture. Through the observation and reflection of social and cultural phenomena, designers can embody contemporary values and aesthetic concepts in their works, so that they have a sense of the times and cultural expression.[7]

2.5. Pay attention to the creation of space artistic conception

Space artistic conception refers to creating a specific feeling, atmosphere and emotion through design techniques and arrangement. In ceramic design, the creation of space artistic conception can help designers create a unique space experience and enrich people's perception and emotion. Ceramic design integrates the space artistic conception into the design process through the selection and application of materials, forms and devices. First of all, the choice of ceramic materials plays a vital role in the creation of space artistic conception. Different ceramic materials can bring different touch, texture and visual effects, thus affecting people's perception of space and emotional experience. [8]

The form and modeling design of ceramic works is also one of the important means to create the artistic conception of space. Through carefully designed forms and shapes, ceramic works can change the proportion, rhythm and visual focus of space, and then produce different spatial sense and emotional expression.

The installation and placement of ceramic works can also have a profound impact on the artistic conception of space. Reasonable device design and placement can create a unique space atmosphere, so that people can feel comfortable, quiet, vitality and other different emotional experiences. Ceramic design focuses on the creation of spatial artistic conception, which can not only enhance people's sense of space. Knowing the experience can also strengthen the integration of the work and the

environment, resulting in a more harmonious and comfortable space atmosphere. The future development and trend of ceramic design based on scenario transformation

3. The Premise of the Realization of Innovative Thinking

3.1. The transformation and innovation of creative thinking

The design of contemporary ceramics needs to start from two aspects. On the one hand, it is combined with the actual needs, and on the other hand, it is the impact of emotion and aesthetics. It can be said that ceramic design is a kind of cultural and artistic expression that not only integrates functions and forms, but also covers material and spirit. In the new era, ceramics no longer belong to the necessities of life, but are more used to reflect the culture and connotation of the times. Therefore, designers need to have good innovative thinking in order to maintain the charm and vitality of ceramic works for a long time.

The realization of innovative thinking should be based on the analysis of the essence of life, and at the same time dare to innovate boldly, rather than superficial form or even copying and copying, which will eventually be eliminated by the market. As a designer, we should cultivate and improve our creative thinking and divergent thinking as much as possible, and strengthen the ability of artistic expression, so that in the process of creation, we can flexibly integrate the way of life into the design of ceramic works, and explore and discover the form of expression that can meet the artistic aesthetics of contemporary people. [9]

In fact, the diversified development of society has created a new creative space for ceramic design. As people's ideas are gradually liberalized, the measurement standards for art are no longer single, so the diversification and personalization of ceramic works will become the main development trend in the future. In such a large environment, the design of the work should focus on the modern way of life, move towards the direction of humanization, and achieve the coordination between market aesthetic changes and lifestyles. It should be noted that the innovation of ceramic art can not ignore the inheritance of tradition at the same time, so as to show the unique cultural charm of China when entering the world.

3.2. The transformation and innovation of artistic style

In general, the style of ceramic works is mainly reflected through its decorative patterns and colors, and its style can be said to be a cultural specimen from a certain point of view. Nowadays, the art style is constantly changing. Although many ceramic designs have achieved considerable results, the innovation level of their decorative patterns still needs to be improved.

Traditional ceramic decoration art is an effective reference for the development of modern ceramic art. Designers can integrate some modern craft techniques and colors while integrating lifestyles to make works with more diversified styles. It is not enough to stop at the innovation of thinking and decoration. It is also necessary to use its own subjective initiative techniques to innovate quality, design ceramic works that can be favored by people, and further expand the space for progress. In addition, ceramic design decoration can profoundly convey to people the designer's observation and understanding of ideas and lifestyles. It is a direct emotional expression and is easy to arouse consumers' emotional resonance.

3.3. The transformation and innovation of artistic beauty

As we all know, the raw materials of ceramics are mainly composed of clay and some natural minerals, which are made into clay by purification and grinding. Both exquisite porcelain and rough porcelain follow the fixed process. In fact, the development history of ceramics is more accurately called the development history of ceramic materials, and its material innovation began to prevail from the primitive society. It is said that it was a forefather who accidentally found that the soil can be harder after roasting during the process of labor. Since the beginning of ceramic technology, after entering the Shang Dynasty, people have replaced the material with kaolin. This kind of soil can be made into white pottery, which integrates aesthetics and practicality, and is deeply loved by people at that time. Nowadays, the production materials of ceramics are still in the stage of continuous research and development. The purpose is to provide people with more diversified ceramic works. Whether it is plastic, metal, jewelry, fiber and so on, they have gradually become ceramic materials and become an indispensable part of ceramic design.

The use of different materials can create works with different materials, thus bringing different visual experiences and artistic expressions to people. The importance of materials in ceramic art design can be seen. More importantly, high-quality materials can help designers to think creatively and bring design inspiration. Therefore, as designers, they need to understand and master the characteristics of different materials as much as possible, so as to complete effective innovation according to their color and texture. The choice of materials can also choose some new materials, which helps to create a harmonious unity between the texture beauty and the material beauty of the works.

Ceramic art in the final analysis is a process, coupled with its various techniques, has a relatively complete science and technology. In the design process, designers should dare to try, any technique can be used as an innovative object. In the process of inheriting traditional techniques such as hand pinching, engraving and glaze decoration, they should also flexibly use molding, glazing and other processes, so as to enhance the aesthetic effect and artistic expression of the work. In addition to work, they can also accumulate materials and inspiration through information technology, continuously improve the presentation effect of the work, and lay a good foundation for the development of innovative design.

3.4. Echoes of Art Theme Colors

Color is one of the important elements that affect people's emotion and perception. In ceramic design, the echo of theme color is not only the coordination of aesthetic level, but also an important way to express design concept and emotion. In ceramic design, the choice of theme color is based on the designer's emotional needs for the theme and expression of the work. Through the selection of theme colors, designers can guide the viewer's visual focus and convey specific emotions and artistic conception. The echo of the theme color refers to the coordination and echo relationship between multiple colors in the work. This can be achieved by processing the brightness, contrast and saturation of the color. The echo of the theme color can enhance the work. The overall beauty and visual impact can also better show the emotions and thoughts that the designer wants to convey.

The echo of thematic color is an important element in ceramic design. It can highlight the theme and emotion of the work, create a unique atmosphere, and

enhance the recognition and uniqueness of the work. Through reasonable selection and processing of theme colors, designers can create ceramic works with unique personality and expressiveness, bringing visual and emotional pleasure to the viewer. In the process of ceramic design in the future, designers should pay attention to the selection and echo relationship of theme color, so as to reflect more excellent design concept and creative ability.

4. Conclusions

To sum up, modern ceramic design is closely related to people's way of life to a large extent. It reflects people's yearning for beauty. Ceramic art design based on scene transformation can meet this need well through innovative beauty, modeling beauty and decorative beauty, and bring people spiritual enjoyment. Situational transformation thinking will promote the cross-innovation of ceramic design and technology, art, culture and other fields. By combining elements such as intelligent technology, virtual reality, and traditional crafts, designers will create more forward-looking and unique ceramic works and expand the boundaries of ceramic design. In general, the ceramic design under the scenario transformation will be committed to meeting the personalized needs of users, paying attention to environmental protection, and deeply integrating with other fields. This will bring more innovative opportunities and development potential for ceramic design. As technology advances and social factors change, we have reason to believe that ceramic design will usher in a more prosperous and full of possibilities in the future. Through the continuous use of scenario transformation thinking, designers will create more beautiful, practical and personalized ceramic products for people, adding infinite fun and value to people's lives.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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