

The characteristics of immaterial society and its influence on the development of art design

Weiwei Li

Art Department, Yellow River Conservancy Technical Institute, KaiFeng, Henan, 475000, China

Corresponding author's e-mail: liweiweiww@yeah.net

Received 9 October 2013, www.cmnt.lv

Abstract

The immaterial society is often described as the combination of the digital society, the information society and the service society. In the immaterial society, the way of individuals accepting information, cultural values makes a huge difference. At the same time, the art design also changes in the areas of content, production and transmission, and the final result will be different from the past.

Keywords: immaterial society, art design; influence

Introduction

Any form of arts is created and develops in its specific environment, and the environment limits the artistic activities on the one hand, on the other hand it provides arena for the development of arts. With the development of history, human continues to understand and change the world, and the art design carry out a new mission in different historical conditions and social environment. One of the biggest changes in the 20th century is the transition from material society to immaterial society. This change inevitably has an impact on the design, and it provides a new arena for the design activity, of which effects are increasingly significant with the arrival of the new century.

1 The concept of immaterial society

The immaterial society is combination of the digital society, the information society and the service society [1].

The immaterial society is relative to the real material society, which is based on a highly developed science and technology (mainly computer technology and network technology), connecting all the institutions throughout the world, such as the government, education centers, finance institutions, and companies, together to form a huge network of virtual world. In this virtual world people's behavior is no longer bounded by executive order and human relations, and it is not subjected to restrictions of physical space-time and social status. People can freely get access to all kinds of information and friends, even achieve impossible dream in the real world, which is charming of immaterial society.

There are characteristics of immaterial society.

A. The improvement of technology affects the field of science and technology, as well as the field of philosophy and social cognition

B. The relationship between man and the world is gradually controlled by digital signals. Sounds, videos, mind, and actions can be digitally processed and be stored, transported, copied and recycled any time.

C. Measures of value have changed in the immaterial

social, and economic and social value is measured by the reflected proportion of advanced knowledge in the goods and services.

D. Dissemination of information diversification, the increasing ratio of information workers, the popularity of media, telecommunications, electronic information services, and other consuming information.

E. The design is also experiencing deep change and begins to penetrate into more areas. Dematerialization of "Form" and super of "function" make art design into abstract relations, in which the fundamental relationship is dialogue between man and machine.

2 The change of accepting information in the immaterial society

1. Morphological changes of information media.

Communication master Schramm said that human communication development derives from the development of communication technology. Advances in information and communication technology have brought revolution and changes in media forms [3].

From the first dissemination of information revolution, information dissemination has four changes, including the written words, wide application of printing, analog electronic communication technology invention, and the latest one is that digital electronic communication technology inventions. Emergence of interactive technology makes tremendous changes the traditional relationship between the communicator and the audience, and the networked information technology allows the communication to break the geographical and space time restrictions; the communicating process changes from "point to area" to "point to point", and personal information services take place of the traditional public media; in the dissemination of shape, it form an integrated media instead of a single form of traditional public media. As birth of a new communication pattern in the past, electronic communication does not replace the existing forms of dissemination, but take a collection of the main features of a variety of specific forms of media, and evolves with them.

Because digital electronic dissemination combines the form of traditional centralized public newspapers, radio, television and other media, and it is more effective, richer and more diverse forms of information dissemination, so people increasingly rely on digital electronic communication technologies. Today, digital electronic communication has become the main channel for people to obtain information, and it produces a huge impact on all aspects of human society.

2. Media changes of information communication.

Dissemination of information has to depend on a certain media. With advances in technology, media forms are constantly updating and information gradually become available of copy, easy to spread, and low cost. In ancient times, our ancestors did dissemination of information through roping or drawing on the wall; In Shang period, inscribed with information people in the bones, metal and other objects; In Spring and Autumn Period, philosophers took record of their thoughts in bamboo; the inventions of papermaking and printing make the paper become the most important medium of human dissemination of information for a long time. After entering the immaterial society, people browse information mainly through the display screen of digital electronic communication devices. Compared with the paper media, display are lack of natural texture feeling, but with the support of technology, people are able to extract the endless information resources through hypertext-organized information in a display screen. Due to the expansion of performance information to auditory, visual media, our understanding of the "text" concept has been expanded to combination of elements such as text, images, audio, video, cartoon, interactive, which makes the performance more diverse and composite. Hypertext structure makes people read by intuitive, associative leaps reading methods instead of the sequence way.

3. The increasing proportion of graphical information.

From the history of human communication, the evolution of the human way of disseminating information presented such a context: Visual Culture - Auditory Culture (intuitive feeling, "see the spirit") - conceptual culture ("read the mind") - new visual and auditory culture ("The new look of the spirit"). Therefore, visual communication is one of the main ways of human information dissemination. In visual communication, graphic is the most essential element. In ancient times, when the spoken and written language are not created by human ancestors, they had mastered using graphs to record information or express ideas, and words are born out of the graphs. In the initial stages of our early childhood education, "learning words by graphics" and "learning speak by graphics" are most important ways of elementary education. AS today's various exchanges and cooperation between countries increase, in the case of language can not become cognitive, graphics eventually are information channels, and we can guide us to make the right judgments based on various indicator.

In addition, information media's morphological changes and fast-paced lifestyle make people change their reading habits from "reading" to "browse". In the flood of information, people are more dependent on visual stimulation for information capture. Studies have shown that people's brain does different processing when reading text and graphics. The text is highly condensed and need

more complicated brain procedure, while processing of image is simple, the image makes people read information directly, which is easy to understand. Famous scholar Jameson pointing out such a cultural trends in cultural theory: after entering into the post modern era society, people are tending to return to a primitive culture in cultural choices. At this point, image popularity is not an accident matter [2].

3 Immaterial society culture's Influence on individuals' perception

Culture is an important social phenomenon, no matter how simple a society is, there is always a certain lifestyle culture, individuals' way of life and all acts in society are closely linked with its social culture, which means a society culture is often expressed by individual behavior. Advances in technology are directly related to the cultural progress, in immaterial society based on computer, network is becoming the reconstruction of large cultural base. People made farewell to the era of paper media, and television media is as the main carrier of information, which turns into the era of computer interfaces for the main information carrier. Cultural and media are no longer grasped by elites, and it is average to citizens. In the face of the information, people are not passive acceptance but are more initiative. People through computer enter into a virtual space access to resources with a collection of text, images, sound and video. And in terms of communication, media text, images, sound and video seem to reflect a lifestyle, which is reflect of human personality and social significance. Text and images are just a symbol, on which consciousness and ideas are , thus, communication are construction, organization, spread and discard of awareness and perceptions, and in the process the audience accept, understand, imagine and taste concept of social consciousness and life [5].

This way of thinking and lifestyle audience will gradually move closer to the picture created by the media, when individuals lifestyle is consistent with the media picture, they will derive a sense of belonging and identity, while people are often active choice in terms of information for practical needs rather than the needs of the inner life. In this social environment, personal feelings and personal values are unprecedented amplified, and people are eager to creativity, individuality and become masters of their own interest. The reaction in the interface design reflects personal values and personal interest websites continue to emerge.

4 Art design in immaterial society

Mark in the book "immaterial society" point that at the beginning: "In the life of computer as the center, it has opened up a new horizon. In the great debate about the nature and consequences of technology, design's importance will increase in the number of years later. With the expansion of the importance of play and the nature of the design will be changed.

What is design? In different times, it has different meanings. As the social, political, economic and cultural develop, design constantly constructs its own connotation and denotation, resulting in different design concept [4].

In information society, design has changes below:

A. A large number of arts in visual communication, semiotics, and digital information transmission provide designers with a new design object

B. Technological advances make amount of essential money and equipment for the production dropped significantly, and the creativity of people and the status of knowledge applied in the production process is greatly increased.

C. Designer team is divided into differentiation of more specialized categories.

D. The development of intelligent software change the traditional way and the designer's work also change correspondingly

E. Model of the design and standardization of the material production are instead of flexible production.

F. The design of the production and dissemination tends to be done dispersely, but network will greatly enhance the artistic links

In immaterial society, a production of design always raises another design, and it evolved into a huge design dynamic family. Currently, the science and art is no longer isolated by stiff. The phenomena that scientists do not understand art, artists do not care about science is changing, and as a designer, he is no longer the traditional craftsmen, no longer in period of industrial civilization confined to a

product shape design expert, but a comprehensive development of forward-thinking, always consider how to design and construct the most in need of human material and spiritual life as the designer and thinker. The rapid development of science technology allows designers to take more ambitious mission - the balance of technology and humanity. In immaterial era, we constantly see the material fade from our field of vision. What we use in the past of material is stepping far away. [6]For example, the arrival of the Internet let more and more people send messages through it, instead of passing mails through the post office. Thick text books are on the Internet, and people can enter the online library or copy a few discs; people have become accustomed to the computer typing instead of pens. Facebook, WEIXIN, microblogging and other social applications are refreshing people's social way. In this environment, applications design has been greatly expanded, also faces enormous challenges. Design proposition, design methods and design marketing will change, and the biggest change is from the off-line work to the on-line work, from independent work by the designer to complete the design by the user's experience and needs more and more involved in the design process. In immaterial society, technology and art design can be combined with the product and the needs of users, and designers are inspired by the collision of mind.

References

- [1] Mark D 1998 Immaterial Society *Sichuan people's Publishing House* 2
- [2] Pei L Li 2005 The media and the audience in the the times of reading images *Xinhua press* 41
- [3] Yi M Yang Analysis of the communication and culture age <http://www.edu.cnki.net/>
- [4] Jun.W Convection and integration of art and design in the modern movement of science and technology <http://www.edu.cnki.net/>
- [5] Jun Yang Convection and integration of art and design in the modern movement of science and technology <http://www.edu.cnki.net/>
- [6] Li Zhang The research of the digital art design <http://www.edu.cnki.net/>

Author



Li Weiwei, 1982.01.25, NanYang, Henan, China.

Current position, grades: lecturer of Henan Kaifeng Yellow River Conservancy Technical Institute.

University studies: Henan university.

Scientific interest: art design teaching.

Publications: 20 papers.