



# Take the University of Edinburgh as an Example on the Development of British Graphic Design

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**Abstract.** The University of Edinburgh was founded in 1583, located in Edinburgh, the capital of Scotland, is the highest institution in Scotland. Is also the world's sixth ancient universities, the world's top public comprehensive research university, Russell group members, the university of Edinburgh on the development of global graphic design has a pivotal position, once become the representative of the British design development, this paper to the university of Edinburgh as an example analysis of the development of graphic design and the problems encountered in the field of graphic design.

**Keywords:** Britain · University of Edinburgh · Graphic Design

## Represented by the University of Edinburgh

### 1 Introduction

In recent years, the prosperity of the creative industry is complementary to the design education in the UK [7]. This paper takes the University of Edinburgh as an example to explore the development of graphic design in the UK. The University of Edinburgh, in terms of the content and composition of the curriculum, Undergraduate emphasis emphasizes extensive knowledge and gradual, Master's degree for specialized fields. The doctor is oriented to explore the field of advanced depth [8]. Including general competence and professional competence in the educational objectives [9] very representative of the study.

### 2 World-Famous British Design

When it comes to British design, we have to mention the important historical nodes in the history of British design, such as the Crystal Palace Expo, the Arts and Crafts Movement, the British Industrial Design Council [1], etc. This series of events built the foundation for the vigorous development of the British design industry. The British design is different from the European and American countries can be said to be their own style, outstanding. British design is both let a person feel familiar and let a person feel strange it is difficult to use a single word to express the feelings and feelings of the

British design, British design is different from the German design rational rigorous, also different from Italian design, there is no Japanese design implicit, nor the natural Nordic countries, and French monotonous and rigid design, the British design is more complex some difficult to let a person with a single word to summarize.

But one of the main features of the British design is that the British design is very closely related to the British government. The British government attaches great importance to the design, and they will promote and plan for the design. Let the British design serve the British national institutions, and let the design become the national name card of the UK to become the representative of the national government. Therefore, the government's intervention in design is very comprehensive, whether in the origin of British design or the development of British design education, including the establishment of British design institutions and the setting of national standards and so on. To sum up, the regulation and interference of the British government in the design development and the expression and expression form of the British design are often more intense and more obvious than the adjustment and development of the British design industry. We can think that the continuous interference and guidance of the government in British design clearly highlights the national identity consciousness represented by British design, and this consciousness is the essential characteristic of British design.

Britain is not only the birthplace of human industrial civilization, the first place where the industrial revolution broke out, but also the place where the arts and crafts movement began to develop. It is also one of the first countries in the world with the government-led design and reform movement. We can even think so: the British design history to some extent is the history of British design enterprises, is the British commercial economy, the British government for design support and interference, including the establishment of national policy and evolution of the British design has a pivotal position in the world, make it become the main content of modern design history. This is undoubtedly inseparable from the strong support of the British government and the strategic positioning of the British national level [2].

British design that is inevitable to mention the famous colleges and universities in the north of Edinburgh, for the development of British graphic design, although the university of Edinburgh graphic design and London art university is more traditional, but the traditional does not represent the backward, the university of Edinburgh graphic design course, has a very perfect set of system to help students the design of the project, and atmosphere open to support the diversified development of students provides students with a very broad platform.

The graphic design of the University of Edinburgh encourages students to constantly challenge the existing rules of plane planning, break their own personal framework, and conduct cross-border collaboration and innovation. Traditional does not mean not innovation. The advantage of the graphic design development of the university of Edinburgh is employment, since the undergraduate course, the major to lay the foundation for students' employment, on the one hand, teaching students about professional knowledge of graphic design, encourage students to cooperate with other professional, on the other hand, tutoring students, professor their communication cooperation with external enterprises, and the ability to show their work. In addition, Edinburgh is a tourist city, and

its commercial nature will be more commercial than other cities, and it can use relevant expertise to be combined with local commercial projects and resources.

### 3 The Problems Facing British Design Right Now

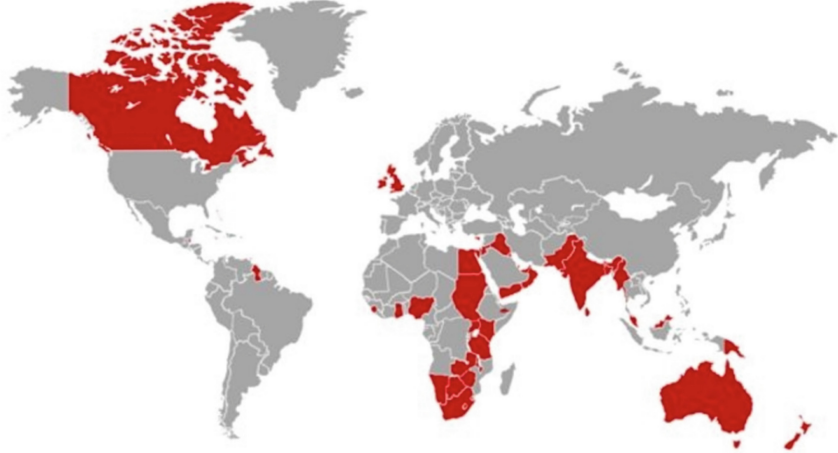
In 1962, the “Conference on Design Methods” was held at Imperial College London which started the research of British design methods. It has been 60 years SO far. Through the Design Method Movement of the 1960s, the reflections on design methods in the 1970s, the establishment of design research in the 1980s- the social science turn of design methods in the 1990s. Through these events, the UK has acquired the best art and design school in the world, and has trained a large number of world-renowned artists and designers with high-quality teaching [3].

As an old capitalist country, Britain has a long tradition of design and is one of the oldest design countries in the world. However, although the development of modern graphic design in Britain still plays a pivotal role in the world, the development of British graphic design is facing unprecedented challenges due to political, economic and cultural reasons.

After the end of the Second World War, the British colonies became independent, and the British economy suddenly fell into a trough. In addition, Britain was the most thoroughly implemented Keynesian country at that time, which to a large extent also limited the economic development of Britain at that time. But because Britain had been economically and politically long led the world before the Second World War, Britain began a Romanesque decline. As a result, the British economy became sick, also known as the British disease. Because the economic downturn and the decline of the British modernization process have also largely affected the modernization development of the British graphic design. In the early 20th century, when countries such as continental Europe and other countries were trying to develop modern design, the British debate over the definition of design stayed in the theoretical discussion and ultimately failed to develop in the practice of design. Therefore, the modern design of Britain has lagged behind the international standards [4].

The manufacturing industry in Britain has been declining since the 1970s, and the main factor for the existence and development of industrial design dependence is manufacturing. If a country does not have a strong manufacturing industry, then it is difficult to make progress in its industrial design, and industrial design is an important basis for graphic design. Britain after the second world war has lost the status of the world power gradually decline, and as an important part of the national economy manufacturing is more depressed some important traditional industries, such as machinery manufacturing, metallurgical engineering and so on industry was replaced by some emerging industries, and the development of emerging industry and far behind the United States and continental Europe, so the British industrial design will lag behind, and industrial design as an important basis of graphic design will also bring certain challenges to the development of graphic design.

Figure 1 is the range of control for Britain’s most powerful period. The vast colonies brought a variety of cultures and injected a steady stream of new energy into the development of British design.



**Fig. 1.** The British colonial range

British design during this period brought together design cultures from all over the world, largely contributing to the diversification of British design.

## 4 Conclusion

With the rise of new technological revolution in the 21st century, design has become an important means for countries to develop economy, expand exports and improve product competitiveness. Which caused by the creative design of creative industry for the development of design and the development of national economy has a pivotal role, the UK as the world's first put forward the concept of creative industry [5], in 1998 formally put forward the concept of "creative industry", after decades of development of creative industry has become an important growth point of the British economy steady development of today, also became the model of creative industry in the world.

The continuous progress and development of art design and innovation and the promotion of art education are one of the reasons for the development of creative industry. In this respect, Britain has unique innate conditions. First of all, British art education has a long history of development. Its complete education system is famous for its excellent art education, and it has rich teaching experience and teaching methods in the cultivation of art talents and creative talents. The UK can promote the development of creative industries by vigorously developing design education, so that the creative industries and art design can complement each other.

## Conclusions

In the 1970s, design history as a professional education and research first formed and grew in the UK. Britain [11], as the origin of contemporary design and the beginning of the industrial Revolution [10]. The UK leads the world in art and design education, practice, research and academic environment, and its innovative ideas, innovative talent training and independent innovation ability are also at the forefront of the world [6]. Although the British graphic design as the main part of modern design, has a pivotal position in the field of modern design, but with the development of globalization, the United States, continental Europe, China, Japan, South Korea and other countries in the world design and art are in constant progress and development, for the British once position in the field of graphic design has caused a great challenge.

If the British design wants to achieve considerable development, it should first do both at the same time, pay attention to the mainstream, modernity, functionality and market of the design, and insist on allowing enterprises to drive the design, and highlight the outstanding design such as personality, artistry and display. Cultivate a large number of independent designers to give the design sufficient space for development.

Secondly, it should be very fully inclusive. In the history of Britain, many advanced fashion trends were born here and developed into the mainstream. Some artists, designers initiated by the wonderful creative although make the society was shocked but can be very quickly popular and become in Britain even so the aesthetic style of the whole world, some in other places seems to be serious opposite style orientation, such as new and old, low-end and high-end, vulgar and elegant, European style and exotic sentiment, in the UK not only can not contradiction, can also promote the development of each other, with rich inclusive is also one of the important reasons for the development of rapid British design.

In the later period of the rapid development of British design, British universities gradually became the main position for the development and progress of British design.

The design of many British universities developed rapidly during this period and achieved a very high ranking in the world. Taking the University of Edinburgh as an example, the School of Art is very outstanding, has achieved a high reputation in the world and has a very strong international influence. The University of Edinburgh also is highly ranked high in the world, ranking in the top 20 in the QS world ranking. Among them, the art school is famous all over the world, and its art development is very diversified. The development of the art at the University of Edinburgh is very diverse, and the art is very inclusive and infectious.

Figure 2 shows the ranking of British universities in all the universities in the world. We can see that the performance of British universities in this ranking is very good, accounting for a large proportion. Among the top 10 universities in the world, there are four universities in the UK.

↑ Rank	↓ University	↓ Overall Score		
2	 University of Cambridge Cambridge, United Kingdom	98.8		
4	 University of Oxford Oxford, United Kingdom	98.4		
=6	 Imperial College London London, United Kingdom	97		
8	 UCL London, United Kingdom	95		
15	 The University of Edinburgh Edinburgh, United Kingdom	89.5		
28	 The University of Manchester Manchester, United Kingdom	82.3		

**Fig. 2.** World rankings of British universities

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