

# Application of Design Formula in Design of Daily - use Ceramics

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**Abstract :** China is the world's large countries of ceramic production , the types of ceramics is also varied , the ceramics for daily use , sanitary ceramics have been an important export products for China's economic development and make a great contribution to the development . In the design of ceramics for daily use , the use of design formulas are also very important . This paper will analyze the application of the design formula for the design of ceramics for daily use , and put forward the corresponding measures .

## 1. Introduction

Ceramic art as a symbol of traditional Chinese culture, it is circulated in the world for thousands of years, the design of daily-made ceramics has large-scale, the most traditional ceramics are used by the development of household utensils, ceramics for daily use design is mainly to meet people's daily needs, the practicality is relatively high. With the continuous development of social material culture , people pursue more spiritual value , the ceramic design pays more attention to ornamental and aesthetics , as some are collected by some collectors . Ceramics are closely related to people's lives. The more important elements are practical, artistic and economical. However, in the process of actual design, there are many factors that need to be taken into account. In the relevant articles, contains a number of disciplines such as technology, ergonomics, aesthetics, sociology, ecology, and psychology, through the integration of these disciplines planning, and show it using a simple design language.

Design is a regular science, the current artificial intelligence technology continues to develop, the design formula can provide some computing support, in the design you can gradually think and design through the relevant factors what is mentioned in the formula.

## 2. Design of Daily - use Ceramics

In the design of ceramics for daily use, foreign ceramic designs is mainly judged by the art of vision, good products are generally not be imitated, the products which can be called a good product, need to make a different new products . The China's ceramic design threshold is relatively low, there are gaps between the production process and technology, the initial product design is mainly to meet people's needs, and finally developed to the pursuit of individuality and emotion. The pursuit of different product designs, the expression form of product is different. Different concepts under the guidance of the product design will form a different artistic style, this art style will be rooted in the structure of the works. The design of daily ceramics is mainly in the decoration and the close contact with the objects, the design of ceramics for daily use is gradually transformed into from a single thinking a variety of designs thinking design integration. In the ceramic design process, we need the support of the concept, in the ceramic design process need to integrate into more ideas [1].

## 3. Application of Design Formula in Design of Daily - use Ceramics

### 3.1 Application of Aesthetic Design

Technological progress also promoted the development of social civilization and the social progress, the new design also requires the support and protection of related technology, in the design, aesthetics is also an important factor, which is reflected in the use of aesthetics that is the most perfect one, but also in the unity of utensils, only the aesthetics into the apparatus can be called the

beauty of the process, ceramics for daily use need to incorporate this aesthetics, one of the artifact is the objective of a sense of pleasure , ceramics with a comfortable use, beautiful looking is also a ceramic beauty of the pursuit of ceramic beauty. The ceramic beauty should be alive, there should be a soul, the designer by applying this aesthetic to the ceramic design, communicate with the user through some design language , decorative language and technical language, the ceramic users in the process of appreciating, touching and using the ceramic to produce feelings, to achieve a purification of the mind, cultivate their own sentiments.

### **3.2 Application of Sociology**

The development of human society has not left a variety of creative activities , design activities are also with the development of society continue to develop and change the design of daily ceramics in different social stages , but it also has a different design concept and design methods . The development of the situation has changed [2]. For example , the Tang Dynasty taken " fat " as a kind of aesthetic , which " Yang Yuhuan was plump while Zhao Feiyan was slender " is also handed down the aesthetic phenomenon , daily ceramics is also continue to change with the development of society . One of the works of art appreciation will also involve the aesthetic problem, It is the analysis and evaluation for aesthetic of the aesthetic properties of objective thing .But the aesthetic of the people will be influenced by the background of development, social status, cultural accomplishment and personal experience. At the same time, aesthetic is also a kind of stability and commonality. For example, the porcelain of the Song Dynasty is simple, quiet, loved by the public, in the design process designers must take into account the background of social development, concerned about the needs of social development, designed products to meet the needs of socialization , make it has a certain characteristics of the times.

### **3.3 Application of Psychology**

Designers are mostly designed service for people , the design process not only needed to take the ergonomics into account , but also take into account the human mental activity , people sent to a demand for the design of products . Designer designed ceramic products are mainly able to use conveniently, looking comfortable [3] . For example, ceramic ornaments are also very important, if the design is not appropriate , it is easy to cause the user's resentment , if the butterfly decoration in the vase will feel very beautiful , but the butterfly painted on the plate will feel dirty , it will also make people feel uncomfortable . In Japan, some of the better restaurants will follow the seasonal changes in the constantly changing tableware, use pottery more in the winter, there will be a warm and comfortable summer use of porcelain , you can feel cool .Designers in the process of design , not only to take into account the use of the product function , but also put some emotions into it , in order to better express a ceramic art . For example , the use of wedding porcelain to warm the main color , works to festive , birthday to use the ceramic to take into account the elderly stable , dignified, designers are always standing in the user's point of view , which requires the application of psychology. To the design, the designer in the design, need to fully take into account the potential needs of users, not pays too much attention to the market , need to pay attention to the user's psychological views, the study of the psychological needs of users and the use of the product background .

### **3.4 Application of Ecology**

Ecology is mainly to study the relationship between the organism and the surrounding environment , people living in society , we cannot live without the social environment . The current rapid development of social economy , environmental pollution has also been an important problem plaguing people in recent years , serious social and environmental pollution , haze is also frequent occurrence , the pollution sources is more than before , people need to pay attention to the daily life the protection for the environment . For the design of ceramics we also need to take into account the ecological problems , the use of ceramic products for the complexity of the material process and the choice of decorative aspects of consideration , and we need to have the ecological design thinking .Ceramic technology has a longer period of use , but after the break , or return to the

environment , if the use of material pollution is relatively large , after the return to nature , it will also produce environmental pollution . For example , in the seventies of last century the United States attaches great importance of the protection of the environment . The design of ceramic technology which are selected with a sense of clay porcelain , nineties , which is relatively easy to break the white pottery is also more popular , these design concepts are taking into the protection for the ecological environment account . In the ceramic design , designers need to take full account of the social and ecological environment , to do a good job on the ecological environment of propaganda work , and some countries in the ceramic design will also pursue no decoration , in order to pursue a minimalist lifestyle , overuse and excessive packaging will only cause damage to the environment .

### **3.5 Personalized Applications**

In the world, the universe has its own nature, but also has its own characteristics. In society there are more designed products , they are unique to reflect the personalized design of the product , the design of the product needs to pay attention to the characteristics and personality , and needs to have certain uniqueness , in a product the design is stronger the characteristics will be more prominent in skills , technology and social aspects . Design is not rigidly adhered to a specification, the design is also obeying a certain law , it needs to follow the design elements in the relevant elements of analysis and thinking , the various design elements are fully taken into account , in order to put forward the relevant design . Design of daily ceramics is the integration of a variety of design elements, sometimes the design can not be applied to by design formula, the design formula is only a reference object , the designer needs to be able to analyze these factors and projections to guide the designer to design better works .

### **4. Conclusion:**

In summary, the development of Chinese ceramic art has a long history, a wide variety, it also has a lot of excellent works, in the long-term design, the design of ceramics for daily use is also a process of art design, in the design process, the design of the relevant elements need to consider, it cannot just stay in the traditional design, it needs to continually innovate.

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