

"Saving design by no compromise"

— Design Attitude in Design Life

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Design is everywhere! The reason is simple, the essence of design is the idea of transforming life and the plan to put it into reality. If there is no ability, you can only stay at the level of complaint. The design profession may need to jump out of the professional topic, look at our life, and look if we easily compromise in our life & work. Because the design profession is too close to our life, too close to our bodies!

I don't like to separate life from work, because work not only occupies most of our effective life time objectively, but also determines our life quality.

I have been teaching art and design for more than 20 years. Taking design course as an example, I often find that the courseware of many teachers has not been carefully designed in this major. So how does our students, our audience, participate? The result is that they will participate without any real interest. A high quality courseware, for the students' harvest, pays attention to the teacher's use of mood and work status. It is a high quality design paradigm that conveys happy, friendly emotional information.

The first topic -- Don't compromise easily.

We like to say: "the details determine the quality! "For quite a long time, I repeated it, emphasizing the importance of" Don't compromise easily. "!" In the past, we have thought a lot of ways to arouse creative enthusiasm and train the creative ability of designers and students. We even thought about staying with our students more closely so that we can have more desire to explore there innovative potential. The traditional teaching system seems to be un-capable in improving students' imagination and innovation ability. Even with the right approach, there is still a lack of time to consolidate. Instead, we found it's better for us to continuously advocate to advocate strategic ideas,

foster innovation, and change tactics strategically. We found: outside the classroom, the improvement and development of imagination and thinking has very good training atmosphere, which is that nowadays society with a new era's characteristic has a strong demand of new thinking ways. These have determined that today's students are completely different from yesterday's students, which determines the yesterday and today's students who have been the same. It is important that we see the more worrying phenomenon: Even though we have good and creative ideas, we often find it is difficult to gain the audiences' trust. Therefore if we always sacrifice our creative ideas in the first impression, how can we talk about the 2nd & 3rd perception? The important reason in this is just because we compromise too easily. While the "Easily Compromise" is not only because of the unsolid basic skill. I have to worry about whether my students' creative abilities can be improved in a healthy direction. We should make full use of the characteristic of college education resource advantage and special academic atmosphere to strengthen those future designers' role-changing capability in participating and making game rules. We should pay more attention on the controlling consciousness and capability for those participants when they are making the rules.

Most of the time, when choosing and creating elements, the designer despise the "suitability", and our final evaluation standard is just the design suitability and expression accuracy.

In the DPS courseware, we attach great importance to think on the premise of "Not Knowing". We should determine the form and style on the basis of "Not Knowing". At this time, the "cool" and "dazzle" we used to say is not the standard to evaluate whether a design work is excellent or not.

The most important thing before design performance is the conceptual design process. At this point, the most important thing is that we should be adjusted to ask enough "why". "Why is it always like this? Why not like that?? Why not! Instantly, you will find your mind will be become clear unprecedentedly and your creative talent will be protected. You can release your talent in the right directly at any suitable time and you don't need to worry that it is too fragile to be preserved.

We often say that design should be like what it should be.

Design has its own standard. The more problems that need to be solved, the more perfect the design should be. We need to care about questions and conclusions which we can get under the condition of "Not Knowing". It is good for designer to know as little as their audiences & receivers. Unfortunately, this situation is very rare.

Designers should communicate with their audiences & receivers with a calm attitude and a right thinking way. Designers should know it clearly that it is harder to manage resources than to use resources. Under most occasion, a consignor of a design task knows too much and this will cause the difficulty for him to think about some key questions in the position of his customers. Those questions which designers think about must be a profound thinking process based on professional skills & meticulous care of the receivers' reaction. In the end, the key depends on whether your expression is accurate and "Not Compromise Easily"!

Don't try to downplay the unconvincing reality of your work with rich stories. In fact, you never have a chance to tell a story!

The conceptual design is a key step in determining the real design performance. The following is the impression integration of the idea. (A summary of conversations with future audiences, including myself)



In the process, we combined a lot of symbols and elements together which are all related to photography and image. (the list is not simply the process of collecting and combination, In this process we at least need to ask question such as " Why are those surroundings & tools related to this topic in black color " Etc.), we have a small game rule, which is trying to combine all these abundant elements in one level so to create an orderly and reasonably expressing status.

Those final designs we achieved according to the game rules have combined abundant elements which are all in line with the themes. We need to re-understand the rules of the game, and make new rules again. In this mission, interactivity became the first requirement. The creation of the tree-pattern-diagram which is in line with human's logic thinking status, formed an interactive organic element combination. Different from the general website elements, it should be provocative and seductive.

In my creating process, I put forward a new view of courseware.

A good courseware should liberate teachers from the "teaching action" required in the teaching plan extremely and make the teachers important values focus on the insight of their students' feeling and judgement of the teaching effect. The courseware provides important teaching ideas, and can almost become self-taught teaching materials. Courseware should solve the technical problems and concepts conveyed in the plan. The "general explanation" in the teaching plan should be replaced by more advanced courseware.



Each picture and the elements of each picture still have to emphasize "No Compromise Easily", and these symbols must bear the expression of the above concepts. The great detail is the value of "appropriateness" in the reinforcement of design expression. Our special creation wizard page (MAP), contains a way of thinking: it can solve different users' different habits and make it easier, makes it easier and clearer for all users to look at the relationships between sites (see pictures). This is an important idea in itself, it comes from the designer's concern about the audience's habits. Don't let our designers try to be as creative as possible with their ideas.

The second topic –enjoy “No Compromise Easily” .

The key problem of design performance is to use image depth adjustment to promote the attention to detail. This work makes the magic of improving image quality manifest. Role of tuning in image performance is well known, and it is more appropriate for us to refer to the image depth adjustment work as "matching light". It is the work of artistic creation in the principle of channel technology, which makes the key elements of art design more convincing. "matching light" is very easy to make the students produce important interest. Self-requirements for art culture are also very easy to form in consciously (Everybody wants to renovate and beautify those images which are presented in front.). It shows and reminds every one of the improvement of their life quality.

I have used a large number of cases to strengthen the recognition of the necessity of the deep adjustment work and its value. As for the method, it is no exaggeration to say that it is only done in one menu. This is not a sudden whim, not a show. It is the professional conclusion of serious thinking and the innovation of professional methods. In the dialogue with the optional color menu, we can clearly feel that we can be sufficiently deep and fully released in our understanding of the subtractive color system. The channel is an analysis of the core bond of the whole and detailed relationship, which directly controls the scope and performance of the creative desire. What is important is that the unsatisfactory of the image before the depth adjustment and the anticipation of the adjustment result are the key to the success of the "match light" (deep adjustment) work.

It is recommended to store the ASV value of each adjustment, so as to extract and compare the harvest at different stages in the future. We particularly encourage the re-adjustments of the same work in the same way in different periods. After the training, when we deepen the design performance in the high-quality images tuned by ourselves, we can find that every single detail will become “No Compromise Easily” self-consciously.

The third topic is No Compromise Easily in internal work.

It's well-known that music is very helpful in fine art.

While it's rarely known that the orchestration is also of great help to design. But the effect is remarkable! My students and I have benefited a lot.

Howard, a famous Hollywood film composer, said: "my ideas and writing were too piano in the early years, and there was a familiar reflection on the keyboard. When I know that I need to think more about the texture, I would pay more attention to music which did not depend on the melody. To this end, I have changed a lot... About music, my biggest secret of success is to use "good" work to complete a music idea, and its initial is not very good, it is perhaps that not-a-good-music-idea can lead to a good one. This is a cliché? It's true!

In our teaching, we have enabled a wizard to create music: FL software synthesizer. Dreams have wings! First contact with the software, the most intuitive impression is its friendly interface, which makes people happy, such an interface is enough to make all the people who study vision to have a good feeling and interest. I think it's a music creation platform that's not far away from design. In addition to the interface, this authoring platform uses a variety of methods to interest the creator and provide good authoring conditions. Try to make the creator from the usual work "helpless" state into the "lyrical" state of entertainment.

It's like playing a game... Music, never like the music you've seen before. At the top of the "chaos" point, it can produce a typical rhythm of The Times. This sense of accomplishment is unprecedented.



Not enough! We have found an unprecedented and powerful mixer. It provides a "No Compromise" mix for all the music parts in our previous design, such as DRUM, BASS, CHORD, music section PHA, PAD, etc. This work is to position the sound performance space for each sound part in the professional music production work, and even produce the necessary "playing technical distortion" (for example, "reverberation" Delay).

It's really just like an image fine tune (with light), which makes music's appeal straight up. Through repeated training, by using the appreciation characteristic which makes music be different from painting art to understand the "quality" & "persuasion" emphasize in design from an outsider's aspect, it seems to be more hopeful (instant insight). In this topic, there are many vivid teaching materials from our life. Here, it reveals an important point: whether the creation of modern music, or a blockbuster film post-production (light distribution is often the last link), including design of "No

Compromise Easily” image calibration, All these have reflected the creating group’s collective wisdom without any exception. That is to say, every link after the conception is likely to change the original value conception. We should maximize the cooperation value of the creative group to enhance the appeal of art works. Even if you are only part of the creative process, you should be aware of all the links in the process...

The last topic, the diary attitude.

I am afraid to use the word "creation" to describe my art or design work, and I’m more willing to use my diary and notes attitude to treat it. It is really hopeless if one is still lying when he is writing his diary. Here, the reason why we still use the word of “creation” is only for easy understanding.

There is no such thing as a brush class! In the process of learning Chinese painting, we always get familiar with brush pen/ink/paper & ink-stone by relying on the creation process. So why do we need a software lesson like Photoshop? We advocate understanding software in the creation, and several important things need to be done together: shape, software technology, and way of thinking. Especially the way of thinking: we attach importance to the solution attitude and method when facing those questions. Good software should be like a toy, which don’t need you to ask for help from other people, or read the instruction manual. You can play it by yourself. Good software pays more and more attention to the thinking state and working style of the creator, and does not bother the operator. If there is a problem, it must be a barrier between the operator and the professional knowledge. Therefore, through typical original painting and modeling training, the operation of the software can be integrated into it, which can directly solve the problem of the law of artistic creation, and it is an inevitable result to be familiar with the software.

Of course, every training example needs to be targeted and typical. The content of the creation should emphasize the occurrence frequency of the key function of the software, and emphasize the process that accords with the nature of creative emotion, while the technical step should be put in the secondary position.

Learning mother language can help to write a good diary while learning art can help to make your diary public.

The artist's diary complex is enviable. There is always something only you can see in your work, and of course there is something you want the audience to see. With a diary complex as the premise, your work will not lie, this is the basic guarantee of the quality of art. Every responsible person will not treat their thoughts which they really want to write down hastily. In order to remember and record these good thoughts, we will automatically improve our presentation skills and this will continuously go on and pass down. No wonder successful designers and artists have come up with the same idea: "happiness is our core competency!"

Creation helps us to record unlimited happiness. After years of accumulation, these non-renewable insights may give artists recognition and respect, but that doesn't matter. The happiest thing has already been done.