

About the Relationship between the Basic Principles of Marxism and Art and Design

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Keywords: Basic principles of marxism, Art and design, Relationship

Abstract: As a modern socialist country, China has a unique path of development and innovation in comparison with most other Western countries. Under the guidance of the basic principles of Marxism, the development of Chinese art and design has gradually changed from low-end to mature and innovation. Since human beings entered into a civilized society, there has been a certain amount of practice on the road of art and design, which is Chinese uniqueness and is a method to express our views.

1. Introduction

Marx once put forward the idea that human beings can understand the world in four ways, that is artistic way, spiritual way, religious way, and theoretical way. Art and design is an interdisciplinary subject that combines science and technology with literature and art. It has the characteristics of the unity of aesthetic art and function. It has been given an irreplaceable role in contemporary materials and spirits^[1]. As an important part of the industrial chain and ecological chain of the whole society, art and design integrates into and is closely related to every part of people's daily life, and it is more related to people's quality of life and lifestyle. Art and design works have gradually appeared in the unique art form of China, which is also in line with the social function of reshaping reality through art and accelerating social development required by the basic theory of Marxism.

2. Understanding of the Basic Principles of Marxism and Artistic and Design

2.1 Understanding of Basic Principles of Marxism

The creation of art and design works is inseparable from the basic principles of Marxism. Marx pointed out in his book *The Outline of Feuerbach* that the shortcomings of materialism in the past refer to the understanding of things and reality from the direct or objective form, rather than the comprehensive understanding from the subject. Marx's point of view is constantly examined and practiced by people. In this era of rapid social progress, art and design, an extremely creative discipline, cannot be separated from Marxism, and it needs to create works that meet the needs of mankind with the guidance of Marxism.

2.2 Understanding of Art and Design

Art and design can be divided into two aspects on a literal level, namely art and design. What is art? It is manifested in an ideology on a spiritual level. And what is design? Design refers to considerate planning and reasonable arrangements. It aims to solve problems, and is inseparable from people's lives. It can also be said that it serves human beings. Therefore, design art is the inevitable result of solving people's problems in spiritual and material life.

3. The Guidance between Basic Principles of Marxism and Art and Design

This principle of Marxism pointed out the development path of art and design, and also tested whether the design conforms to common sense through continuous practice. And the final result of practice is measured based on the basic principles of Marxism. Whether art and design works have a close relationship with people's material life and needs is the ideological direction that designers rely on when creating. During the period, designers also need to grasp the overall meaning. Only in this way can the art and design works created be full of connotation and vitality. It is necessary to correctly handle the contradiction between them, grasp the position and direction of creation, and judge whether the works meet the actual requirements in the process of creation, whether it is consistent with the development of the times, and whether it is beneficial to the sustainable development of the environment. Only after dealing with these practical problems can we create an art and design works that conforms to the basic Marxist theory. If we only confine criminal law and thinking in a small space, we do not have a comprehensive view of the problem, and the created works cannot be praised by the public.

The basic theory of Marxism is practical. It highlights the social function of transformation of modern art and historical development. It also opposes conceptualization and abstraction. It does not only focus on the content, but ignores the form and other non-artistic forms. A good art and design work should have content and form. Compared with the Western reproduction art, Chinese art design concept is closely linked with the theoretical core of Marxism, which outlines the unique charm of "changing the world" of Chinese designers, such as Five Interlocked Rings, Olympic Torch, and Ancient Seal, giving people a refreshing feeling.

In *German Ideology*, Marx emphasized that people are the leaders and producers of their own ideas. At any time, people can only be aware of the existence of consciousness, and they are still constrained by their own productivity in practice. In the process of the industrial revolution in the 19th century, a number of new materials, new technologies and new social ways were produced, and had also promoted the emergence of art and design. However, they were still constrained by certain social consciousness and the development of productivity. The traditional forms and styles of art and design have formed a set pattern in people's hearts and lives. When making a new work, it is always based on the old product, and the original style and form are still clearly visible. Therefore, the basic theory of Marxism emphasizes that people's art and design activities are often affected by the real productivity. With the progress of the times, these works based on traditional works are bound to be improved in the past style, and the design norms lay the foundation for the design concepts and practical forms of art and design works in the new era of the 20th century.

In the basic theory of Marxism, the idea of people-centered is also one of the core ideas [2]. From the 1970s to today, with the support of powerful scientific and technological forces, art and design has gradually shown a trend of openness and compatibility. Its fundamental purpose is to brand on people's needs, and constantly change into the design of humanistic care and emotion. In every link of the design, the meticulous care for people is reflected, such as the combination of ergonomics research results and computer-aided design, which can better integrate high technology and high emotion. The great German designer KoRani uses a lot of organic forms to design products that are widely used from daily products to automobiles and airplanes. For instance, teapot with water drop

shape is created by taking the state of water drop as the design prototype, and reasonably adjusting the position of the handle of the teapot. For example, the concept of Bionics is used in the design of airplanes and cars, and makes high technology close to human material life to show a great designer and thinker's pursuit and exploration of the essence of human life.

4. The Guidance of Marxism for the Development of Art and Design

In recent years, in the cause of art and fashion, many designers have incorporated “Chinese elements”^[3] in their creations, and it has created a “Chinese style” that has swept the world. These are new art design styles formed by the combination of the basic principles of Marxism and thousands of years of Chinese history. The “Chinese style” present its own beauty with the use of extremely simple lines, which has achieved a clear “Chinese style”. Thus, an independent and special way of art and design is established. In addition, our country's art and design expresses the culture with traditional characteristics according to the essence of production theory of Marxism, and absorbs the core of many creation processes, which highlights the connotation of design theory. It is also a manifestation that the unique Chinese style development of modern Chinese art and design coincides with the Marxist literary theory aesthetics and the dialectical materialist ideology in the artistic concept.

5. Conclusion

With the deepening of people's consciousness, the basic theories of Marxism have increasingly demonstrated their scientific essentials in the development of art and design. Nowadays, modern design has scientific theoretical guidance and high-quality designers. Under these conditions, designers will definitely continue to improve their understanding of basic principles of Marxism and art and design, and create one after another more excellent works in line with people' needs.

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