

# Public Characteristics and Feasibility Analysis from the Perspective of Social Design

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**Abstract:** In recent years, social design has become a field advocated by the industry and paid attention to by the academia. The emergence of social design reflects the interaction between various factors in the society, which requires designers to improve their ability to perceive the real society, study the public characteristics of the society, explore the potential needs of the public, improve the public's cognition of design, and give play to the value of design. Based on social design, this work took public characteristics as the research object to analyze the feasibility, which plays an important role in resolving the prominent contradictions in traditional design.

## 1. Introduction

Wikipedia defines social design as taking into account the role and responsibility of the designer in society, bringing about good change in society. Social design is obviously different from the traditional pure market-oriented design activities. It considers the influence of design on society more.

The proposal of social design stems from the emergence of social problems and contradictions today. Initially, in order to solve the ecological problems caused by these unprecedented economic development, green design and ecological design were put forward one after another; in order to solve the problem of energy shortage caused by population growth, sustainable design was born; in order to solve the man-machine contradiction and the emotional needs of the vulnerable groups, interaction design, humanization design and emotional design are gradually emerging. At present, with the advent of the era of big data and the transformation of the era opened by digitalization, the unique value of public vision and public responsibility continue to spread in the new design trend of thought. How to catalyze the social dream, speak for the public, and understand the potential needs of the public make the social design gradually appear and enter the language system of the public, which becomes a key step in solving social problems.

## 2. Interpretation of Public Characteristics in Social Design

Public characteristics refer to the similarities or commonalities between things or events with different qualities. Social design is the flow of behavior, which is a long-term investigation, negation, modification and application of the existing system, rules, assumptions, steps and tools. The public characteristics under the perspective of social design are the public characteristics generated in the social design environment. Specifically, the public has a high degree of common participation, obtains the public's potential common needs, accumulates design experience and prepares to have a certain impact on the future design.

Although the concept of public characteristics has not been clearly defined at home and abroad, it is constantly influencing human life in social environment. After integrating various factors, the public characteristics from the perspective of socialization refers to the public characteristics with certain current social characteristics, which is open and interactive among the public and is freely participated and recognized by the public. The study of social public characteristics represents that researcher can summarize and conclude the public nature of problems according to the insight into the potential psychology and daily habits required by the public.

The scope of public characteristics is relatively wide, and it has relevant knowledge of various disciplines. Social design is not a design discipline in a narrow sense, but can be understood as human behavior in a broad sense. In the face of the new society and new ways of communication and interaction in the future, how should individuals embrace the social otherness and the inevitable contact and communication has become the most expressed appeal of social design. The public characteristics affect the joint participation of all mankind to solve social problems. From the perspective of social design, public characteristics are based on the overall research and judgment of the future form of the whole society and the economic model of various countries, so as to explore the potential common needs of the public. The public can participate in and use the systematic knowledge and feasible methods of interdisciplinary and multi-field to deal with the changes of global economy, science and technology and society [1].

### **3. The Significance of Studying Public Characteristics from the Perspective of Social Design**

From the perspective of social design, public characteristics can be studied to build a perfect solution in advance for the relevant stakeholders. Only by understanding the public characteristics from the perspective of social design and constructing the thinking mode of social design, can the role of social design be brought into play in the first time and the caring value of design to the society be awakened. In China, social design gradually tends to be mission-driven and technology-driven. It is of great significance to study public characteristics from the perspective of social design that social design can solve social problems in the first time.

### **4. Relevant Application Cases and Development Trends**

#### **4.1 Domestic project cases**

In 2019, the Central Academy of Fine Arts launched a social experiment project called "Air DJ Project", aiming to redefine the work experience of urban environmental monitors and encourage more people to think about and practice environmental justice. Air DJ Project transforms "air monitoring data" into "electronic music" through a product developed for environmental monitors, making the monitoring process less boring and creating a new professional identity - City DJ, so as to enhance the professional achievement of air monitors. By connecting the urban public, the Beijing environmental monitoring center and environmental monitors, this project not only enhances the air monitors' professional sense of achievement, but also enables more community residents to understand the knowledge behind environmental monitoring through electronic music, and pays attention to the hard work of those neglected environmental monitors [2].

In response to the haze, China has made the most basic attempt to deal with the air problems. Architecture is a model of human relationship with nature that provides a good living environment for people's basic life. However, if more serious air problems occur in the future, what kind of solutions can designers provide. The Digua community transforms the empty air-raid shelters into a series of shared cultural spaces, and builds the idle underground space into a sharing space for sustainable development.



Fig. 1. Digua Community Space Map (Figure source: <https://dwz.cn/XwP4BbkW>.)

#### 4.2 Foreign project cases

Kolle Rebbe, an advertising agency based in Hamburg, Germany, has teamed up with charity Misereor to create "The Social Swipe", a donating credit card machine. MISEREOR has a long history of funding relief in poor areas. It knows that even small donations can make a big difference, but the vast majority of potential donors do not know what is going on, and there are few easy and convenient channels for small donations. Traditional donation models often fail to give donors a real experience, and the public does not know what kind of changes will be made to their good deeds. The public's credit card habit is mainly credit card payment, and the public has a longer time to wait for transportation. As a result, designers have created the world's first "poster" that can swipe a credit card.



Fig. 2. Interactive card swiping on billboards in the airport (Figure source: <https://dwz.cn/KupSW8Ow>.)

#### 4.3 The development trend of public characteristics from the perspective of social design

The purpose of a good design is to serve the public and life, such as the medical masks that are widely used in China, the information data that is timely and effective released, the dynamic videos that unite people, and the intuitive and clear propaganda posters. They form emotional channels that link people together to produce fission and spread constantly. In the current and future of the spread of novel coronavirus, the research on the form and style of public characteristics from the perspective of social design needs to be fully integrated with the social reality. What designers should do is to build a platform through immersive feeling of public demand, combine with the common participation

of citizens, and promote the information visualization of the entire social system, more innovative and healthy development.

## **5. Feasibility Analysis of Public Characteristics from the Perspective of Social Design**

The medical masks that are widely used in China, the information data that is timely and effective released, the dynamic videos that unite people, and the intuitive and clear propaganda posters can form emotional channels that link people together to produce fission and spread constantly. In the current and future of the spread of novel coronavirus, the research on the form and style of public characteristics from the perspective of social design needs to be fully integrated with the social reality. What designers should do is to build a platform through immersive feeling of public demand, combine with the common participation of citizens, and promote the information visualization of the entire social system, more innovative and healthy development.

### **5.1 Grasp the problem timeliness**

Social design plays a great value in the face of concrete problems, which fully reflects that the design should be designed for people, and that the ultimate right of the design is given to the public. When too many social realistic factors cause things to happen, there will be some phenomenon that the public ignores them, and the public has a low awareness of care. If the design takes leading measures in the first time, it will inject new strength and care into the society. For example, the emergency mechanism for the epidemic, the timeliness and prediction of the epidemic are particularly important in the face of this human life crisis. Designers should pass positive energy through the value of design, and should assume the responsibility to comfort the public and help fight against the virus. Designers respond quickly in the first time and grasp the timeliness of problems, which is the core element of adapting public characteristics to the social environment from the perspective of social design.

### **5.2 Establish a symbiotic system**

Systematic problem-solving and viewing the world link in the perspective of various dimensions is the key step in social design. Design can solve realistic problems on the surface of the material, but also reveal the deep problems in the world. The symbiosis of the design community is to work with the design world to create a "self" that conforms to the system. From the context of a large environment, it is necessary to view the problem deeply and observe the design from the perspective of the public. Even if it breaks through the limits of people's thinking, as long as it coexists in the whole large scale of the system, what is in the heart is excellent design works.

### **5.3 Immersed feeling of the public needs**

Both individual and collective should emphasize the immersive needs of the public. At present, most designers only emphasize the growth of their own design literacy and forget the stability of the entire design industry system. When a designer is not strong enough to have the ability to build a new health system, the best way is to build the health nature of the system together with the system. Personal feelings are still very important, but people can get the feelings of others only by experiencing own feelings. However, in the design, designers should not only think of expressing personal emotions blindly, but forget to gradually dig out the invisible needs of human beings. Through immersing the public's needs with their own senses and feelings, and expressing them to the public in a reasonable way, the public's experience and feelings can reach emotional resonance with the designers and further get the public's resonance with the designer's design ability.

### **5.4 Improve self-improvement capabilities under cloud collaboration**

Affected by the epidemic, the public has generally accepted the form of communication of cloud office, which has also derived cloud cooperation. Cloud collaboration has contributed to the possible forms of organization in the future society, and the rapid gathering of small working groups have been

quickly disbanded after completing the project in a short time. However, the vast cloud of data is constantly replacing human perception, large-scale data studies are replacing subjectivity, and the public nature of human beings is becoming dependent on cloud data. The information explosion leads to the distraction of public attention and the complex atmosphere of information media, and people's choice of information is more and more inclined to direct and clear expression style. The improvement of self-ability under cloud cooperation has become the direction of the feasible development of social design in the future. Only by improving self-ability can cloud take into account the feelings of more people and give play to the value of social design.

## 6. Conclusions

In the traditional design, the creative forms presented by designers are mainly focused on the primary needs of self-survival, so as to bring strong intuitive visual feeling and functional design, but ignoring the observation of the society from the perspective of design and thinking about how to design from the deeper level of public needs. At present, the research of social design is still in the preliminary exploration stage, but it has been subtly changing the public's view of design, rebuilding the way that the public understands the world, becoming the source of new inventions and new services, and preparing for the change of other designs. Social design ultimately aims at the social well-being of the design thinking to carry out creative actions. Social design guides people to put the future design that can be practiced and implemented at the social level. Understanding the social public characteristics, establishing a symbiotic system, and seeing the potential psychological needs and daily habits clearly can improve self-ability under cloud collaboration. Adhering to the concept of people-oriented and respond in the first time can make the public characteristics of social design research more feasible. Improving public cognition of design, and understanding designers can also improve the problem of design, care for society, and create value for the society.

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