Study on the Ethical Questions of Art & Design in the Network Cultures

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Abstract: With the development and popularization of Internet technology, the network has not only the media, but also tangible to participate in our lives, and the formation of this era of unique cultural phenomenon. Design art as the carrier of human thought, culture and the form of transformation is facing a more complex cultural background, so modern design requires the design of the times the guidance of the theory. Design ethics as a new direction of design art in the context of network culture, is to explore the harmonious relationship between man and the network faced by design art, to explore the design of human civilization in line with the design of the way, re-call the design of humanistic spirit, in order to achieve development of human harmony.

Keyword: Network culture, design art, design ethics

1 Introduction
If there is a need to summarize the time we are in today with short sentences, there is no doubt that most people refer to the term "cyber age." Indeed, looking at our life and work today seems to have become a snatched fragment of the Internet. From the acquisition and communication of information, entertainment and entertainment, and even the exchange and communication between people are all so dependent on the internet. The Internet has become more than just a media. It has taken a real part in our lives and has shaped the unique cultural phenomenon of this era. We are proud to say that the Internet has brought great convenience to our life. We are worried about the kinds of things we lost after we relied too much on the Internet. The Internet is like a double-edged sword. Through the Internet, mankind inherits civilization and creates new civilization. At the same time, it also releases the original desire of human nature through the Internet and inevitably affects the true human society. As an important part of network culture, the art of design has already got rid of a single form of presentation and communication through the development of digital technology and network,
presenting a more diverse appearance. At the beginning of the development of
cyberculture, this "endless" freedom made designers ecstatic, and the internet
greatly extended the designer's design inspiration. Network information
sharing design materials at your fingertips, the application of digital
technology is to make the design art more colorful and colorful. However,
after the art of design has undergone a period of network adaptation, people of
insight have come to realize that not all the networks bring about the design
art is thriving, and the hidden behind the prosperity is the worrying reality. For
example: the proliferation of vulgar network graphics, information sharing
caused by the phenomenon of homogenization of the design.

The application of digital technology led to the lack of technology, network
culture on the impact of traditional culture and so on. Admittedly, all kinds of
contradictions and conflicts are the inevitable stages of the development of the
Internet, but at the same time they urge us to re-think the design art in the
context of cyber culture and establish a systematic system of ethics and norms
to re-position the harmonious people. The relationship between people and the
network to explore the design ethics in line with the needs of the Internet age.
The purpose of this paper is to analyze and sort out the characteristics of the
design art in the Internet age and to explore the issue of establishing a design
ethical that is in keeping with the characteristics of the times, in the hope of
arousing the resonance of the design colleagues.

2 Network-based Cultural Design "People-oriented Design"
"For whom to design" is a moment need to remind ourselves, especially in the
Internet age, designers are facing the impact of new things from new
technologies, new ways of communication, new ways of communication, new
cultural trends and so on, to keep a clear mind Is not easy. "Design" is
generally understood as "a well-conceived, planned, and planned project
aimed at obtaining a fixed, tangible, and beautiful product that suits one's
needs." With the development of the times, the meaning and scope of design
are constantly Change. The development of the network extends the meaning
of the design to the virtual non-material level of the network, for example,
human-computer interaction interface design, programming, game design and
the like. But no matter what, we all know that design is human activity, not
natural activity. Its core is "human", where "human" is both human and social.
In the context of cyber culture, the category of "person" is extended to
"person" in cyber-virtual society. People in the network virtual environment
have more complicated identities, ages, cultural backgrounds, geographical
environments and so on than the traditional "people" in the traditional sense.
He can be the commissioner of the design and can be the colleagues in the
design community, Can be the elderly, young people and even children. The
popularization of the Internet has broken the geographical, linguistic and
ethnic gaps and the design art has been given free wings and ushered in an unprecedented vast space. But it also brought a series of new social problems. For example: violent bloody characters in online games designed to poison young people, the grading of special products at random ads online, poor use of network graphics and so on. The reason is that on the one hand, the government lacks an effective means of network supervision. On the other hand, the design community lacks self-restraint code of conduct.

3 Fictitious Freedom and Real Confusion
The web makes the art of design more diverse. The development of the network benefits from the tremendous growth of digital technology, which has brought about changes in the art of design. Design methods have not only limited to the traditional materialized forms, virtual digital design came into being, and static design is replaced by dynamic design. Design is no longer based solely on the single art form represented by material materials. The application of digital technologies such as sound, light and electricity make it more diverse. All this has won more freedom for design art. On the other hand, the web has changed the way the art of design works, making it virtually impossible for designers to do paperless design, and designers can do commissioning, design, and implementation of this complex workflow at the click of a mouse, which was difficult in the past imagination. Traditional design studio layout is broken, designers cannot be a regional, ethnic or even language constraints to accomplish a task, through the network can monitor thousands of miles away from the design project, you can communicate with world-class designers, and Design material access is also more convenient, many of the design work of the 2008 Beijing Olympic Games is to adopt this approach achieved good results.

4 There is a Great World under the Background of Cyber Culture
The Internet has shortened the distance between human beings. Regardless of age, regardless of ethnicity, skin color can be equalized in the virtual world created by the Internet. The whole earth is blurred into a "village." It is indeed a good thing that the blending of various cultures has broadened the horizon of mankind, increased the tolerance of civilizations and shortened the gap between civilizations in backward and advanced regions. However, this culture of Datong must also curb the development of national culture and traditional culture, especially for less developed areas of science and technology. As the gap between science and technology, making the network resources are basically monopolized by the developed areas of science and technology, as the less developed areas of science and technology are very difficult to participate in the promotion of their own culture in the spread, so advanced civilization in the Internet age to occupy more voice, in More powerful position. As a designer to correctly understand how to deal with this
reality, to achieve the self-recognition of culture and cultural self-recognition, this is again the design ethics to be studied areas.

Design ethics advocates the need of reflecting human's ideology, and achieves the harmonious coexistence of the regional cultures of all ethnic groups. Respect the cultural traditions of all ethnic groups and retain the excellent cultural personality in the design so as to realize the humane care of design and the return of national emotion. Mr. Fei Xiaotong once said: "Only plants that are directly dependent on earth's life will give birth to roots in one place."

Taking Chinese traditional culture, the principle of following design ethics is to have an in-depth understanding of the traditional Chinese culture and better practice and application. As designers, only by absorbing and disseminating the excellent culture of our own nation and our own region can we create the design works full of humanistic spirit so as to make more people feel the charm of traditional culture and embody the diversity of cultures. On the other hand, while drawing positive factors of its own national art, it has also created a brand new design concept and achieved a virtuous circle of cultural development.

5 Conclusion
People's values, aesthetic concepts and design concepts all depend more and more on the development of science and technology. In particular, the rapid development of the Internet has resulted in a unique cultural phenomenon, which has caused the design art to face a more complicated cultural background. Modern design needs the guidance of the contemporary design theory. Design ethics as a new direction of thinking in the context of network culture to explore the design of art and the face of the harmonious relationship between man and the network to explore the development of human civilization in accordance with the design of the road to re-appeal for the humanistic spirit of art to achieve human Harmonious development, the design ethics truly become the original design in line with the development of the times.

References