

Reflection and Exploration of Ecological Civilization Concept in Art and Design

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Abstract

Ecological civilization is based on the harmonious coexistence of man and nature, man and man, and man and society, among which "people" play a decisive role in whether the three can achieve harmonious coexistence. As an important industry integrated into all aspects of human society, art design must conform to the concept of ecological civilization and make a positive response, presenting more works containing the concept of ecological civilization to the society and conveying the importance of ecological civilization. The purpose of this paper is to deeply understand the connotation and value of the concept of ecological civilization, explore its application principles and methods in art design, and embody ecological civilization through art design works.

Keywords

Ecological Civilization; Respect; Conform and Protect Nature; Artistic Design.

1. Introduction

With the change of the times, the development of economy and science and technology, and the continuous improvement of human needs, human activities have gradually become the decisive factor for the long-term survival of the ecological environment. The art and design industry plays an indispensable role in all aspects of the development of human society today, and it should reflect on its own shortcomings, take the initiative to integrate the concept of ecological civilization into its works, and inject artistic vitality into the development of ecological civilization.

Integrating the concept of ecological civilization into art design can guide people to establish correct ecological values and promote sustainable development. In addition, by exploring the application of the concept of ecological civilization in art design, it can provide new ideas and methods for art design, and promote the innovation and development of art design.

Before I started my research, I came up with some questions based on the themes of ecological civilization and art design, and tried to find the answers to these questions in the process of research. What are the manifestations of the concept of ecological civilization in different art and design fields (such as graphic design, product design, environmental design, etc.)? How can art designers translate the concept of ecological civilization into practical design elements and design strategies in the creative process? What are the main problems and challenges encountered in applying the concept of ecological civilization to art design? How to fix it?

2. The Background of the Emergence of the Concept of Ecological Civilization

2.1. In the 21st Century, Science and Technology Continue to Progress And Productivity Continue to Develop

The 300-year-old industrial civilization is mainly characterized by the conquest of nature by human beings, and the development of the world's industrialization has brought the culture of conquering nature to the extreme. At the moment of the 21st century, with the trend of globalization and the continuous development of science and technology and economy, human civilization is also making continuous progress. However, human social activities tend to exploit and use natural resources uncontrollably in order to meet needs, and such "progress" will undoubtedly come at the expense of the natural environment. A series of global ecological crises show that the earth is no longer capable of supporting the uninterrupted and uncontrolled development of industrial civilization, and it is necessary to create a new form of civilization to continue the survival of human beings, which is "ecological civilization".

2.2. It is Proposed to Build a Community with a Shared Future for Mankind

Human beings all over the world live in the same global village, and they have long shared a common destiny and depend on each other for life and death. In the face of the protection of the earth's environment, no country can stay out of the matter and stand alone, only when the world is beautiful, can the people of all countries live a good life. Facing the question of how to promote a better world, General Secretary Xi Jinping, on behalf of China, gave his answer: to build a community with a shared future for mankind, the core idea is to build a world of lasting peace, universal security, common prosperity, openness, inclusiveness, cleanliness and beauty. Among them, it not only includes political civilization, material civilization, and spiritual civilization, but also constructively proposes ecological civilization and emphasizes the importance of ecological civilization in building a beautiful China and a beautiful earth. This sets the fundamental goal for the content of Xi Jinping's ecological civilization thought and lays the theoretical foundation for the improvement of ecological civilization thought.

3. Concept Connotation and Value

3.1. The Connotation and Value of Ecological Civilization Concept

3.1.1. The Connotation of Ecological Civilization Concept

To safeguard ecological civilization and maintain the long-term development of human society, all social activities of "human" must be based on the basic principles of respecting, adapting to, and protecting nature, and the ideological benchmark of "green mountains and clear waters are as valuable as mountains of gold and silver", jointly promoting green, circular, and low-carbon development.

In terms of respecting nature, we should regard it as a tangible object, and only by giving it the respect it deserves can nature give back. This requires humans to treat nature with an equal attitude, respect and cherish nature, and not have ambitions that surpass nature.

In terms of conforming to nature, it is required that humans respect the objective laws of nature, carry out social activities in accordance with the objective laws of nature, and promote social and economic development. Excessive intervention in the objective laws of nature is not allowed, otherwise it will cause irreversible and serious consequences to nature and human society.

In terms of protecting nature, it is required that all human beings in society regard protecting the natural environment as an individual obligation that must be fulfilled, and promote harmonious coexistence between humans and nature. Before the natural environment is

damaged, environmental prevention measures should be taken and environmental publicity should be strengthened; When the natural environment is damaged, timely prevention and proper restoration should be carried out, and then further efforts should be made to increase environmental protection publicity and strive to eliminate the phenomenon of environmental damage.

In promoting green, circular and low-carbon development, all members of society are important responsible persons. We need to integrate ecological civilization into political, economic, cultural, and social construction in all aspects, so that the concept of ecological civilization can be deeply rooted in people's hearts. All sectors of society should take green, circular, low-carbon and sustainable development as their own development goals, and contribute their own strength to the implementation of ecological civilization construction.

3.1.2. Ecological Value

In terms of maintaining ecological balance, the concept of ecological civilization emphasizes respect and protection of natural ecosystems. By utilizing resources rationally, reducing pollution emissions, and protecting biodiversity, measures are taken to ensure a balanced relationship between various organisms in the ecosystem and between organisms and the environment.

3.1.3. Economic Value

The concept of ecological civilization advocates the coordination between economic development and environmental protection, and promotes a sustainable economic development model. In this development model, resources can be efficiently and cyclically utilized, more renewable resources can be developed and utilized, dependence on non renewable resources can be reduced, and the negative impact of economic development on the environment can be minimized.

3.1.4. Social Value

A good ecological environment is an important guarantee for the quality of human life. The concept of ecological civilization encourages people to pay attention to environmental quality and strive to create a clean, beautiful, and comfortable living environment. Fresh air, clean water sources, and beautiful natural landscapes can all bring people a sense of physical and mental health and joy.

3.1.5. Cultural Value

The concept of ecological civilization is in line with the ecological wisdom in traditional culture, which helps to inherit and promote ecological culture. Many traditional cultures contain the ideas of respecting nature, conforming to nature, and protecting nature, such as the concepts of "unity of heaven and man" and "the way of nature" in Chinese traditional culture.

3.2. The Connotation and Value of Art and Design

3.2.1. Connotation of Art and Design

In layman's terms, art and design refer to the creation of artistic products that meet people's daily needs with both functionality and aesthetics. Common art and design categories include graphic design, product design, and environmental design. Art and design works must have aesthetic value, and aesthetics is one of the important characteristics of art and design, which is reflected in various aspects such as color, shape, lines, and materials of the work. An excellent design work should be able to bring people aesthetic enjoyment and stimulate emotional resonance. The purpose of art and design is to meet people's specific needs, therefore functionality is one of the important connotations of art and design. Design works must have corresponding functions, be able to solve practical problems or meet specific usage requirements. This requires designers to have a deep understanding of user needs and usage

scenarios, conduct sufficient market research and user analysis. Designers need to consider product functionality, performance, usability, and other aspects from the user's perspective in order to design works that meet user needs.

3.2.2. Aesthetic Value

Art design can create aesthetically pleasing works by carefully combining and utilizing elements such as color, shape, lines, and materials. Whether it's a beautiful illustration, a unique product design, or a creative interior space, they can bring visual pleasure and enjoyment, stimulate emotional resonance, and make people feel the power and warmth brought by beauty.

3.2.3. Pragmatic Value

Art and design can bring convenience and comfort to people's lives in improving their quality of life. From the design of daily necessities to the creation of home environments, art and design are ubiquitous, bringing psychological satisfaction and happiness to people by creating beautiful living scenes and atmospheres.

3.2.4. Economic Value

Art and design play an important driving role in various industries of society. In the manufacturing industry, excellent product design can enhance the added value and market competitiveness of products, promoting the development of enterprises. In the service industry, unique spatial design and brand image design of enterprises can attract more customers, improve service quality and economic benefits.

3.2.5. Convey the Concept of Ecological Civilization

Art and design have a certain guiding and exemplary role, which can influence people's lifestyles and values. Incorporating the concept of ecological civilization into art and design works, conveying positive social values, can guide people to pay attention to ecological civilization and green, circular, low-carbon sustainable development.

3.3. The Significance of Integrating the Concept of Ecological Civilization into Art and Design

3.3.1. Regarding Art and Design Itself

In promoting innovation and development in art and design, the concept of ecological civilization advocates green, circular, low-carbon and sustainable development, which encourages designers to think about design methods and material choices from new perspectives, thereby expanding the innovation space of design. For example, using waste materials for artistic creation not only reduces environmental pollution, but also creates unique artistic effects; In terms of enhancing the connotation and value of design works, art and design works that integrate the concept of ecological civilization often have deeper connotations, because they are no longer just for meeting aesthetic and functional needs, but also convey a respect for nature, environmental protection, and the pursuit of green, circular, low-carbon and sustainable development.

3.3.2. To Society and to Cultural Inheritance

In creating a harmonious and beautiful society, the concept of ecological civilization emphasizes the harmonious coexistence between humans and nature. Integrating it into art and design can create a more comfortable, healthy, and beautiful living environment, and improve the happiness and satisfaction of the whole society; In terms of inheriting and promoting ecological culture, art and design are important means of cultural inheritance and innovation. Through design works, traditional ecological wisdom can be combined with modern design concepts, allowing people to appreciate art while understanding and recognizing the value of ecological culture.

4. Principles and Methods of Integrating Ecological Civilization Concept into Art Design Application

4.1. How to Embody the Concept of Ecological Civilization in Works in the Field of Graphic Design

4.1.1. Design Principles

(1)Energy conservation and Material recycling. In the new era and new requirements, before the emergence of the concept of ecological civilization, the most basic requirements for art and design were functionality and aesthetics. In today's 21st century, when conducting art and design, we should pay attention to prioritizing ecological protection. In graphic design, the main forms include font design, logo design, poster design, product packaging design, etc. They tend to lean towards abstract design, but there are inevitably issues with energy consumption, material selection, and usage during the design process. At this time, it is necessary to avoid unnecessary energy consumption, pay attention to selecting and using renewable energy materials, and reduce waste pollution to the environment.

(2)Extracting traditional ecological and cultural elements. Font, logo, poster design, etc. in graphic design often require a comprehensive grasp of the color, element selection, and proportion size of the image. Among them, the selection of elements plays an important role in the presentation of design works. The concept of ecological civilization is in line with the ecological wisdom in traditional culture. Many traditional cultures contain the ideas of respecting nature, conforming to nature, and protecting nature, such as the concepts of "unity of heaven and man" and "co cultivation of all things" in traditional Chinese culture. The idea of integrating humans and nature runs through traditional Chinese culture, shaping the ancient people's understanding of the way humans exist. Modern graphic designers should actively draw design inspiration from traditional Chinese ecological culture and promote the integration of ancient and modern ecological cultures.

(3)Spread the concept of ecological civilization. Graphic design works, due to their flat presentation, usually have the characteristics of fast dissemination speed and wide dissemination range, making them more likely to play a leading and demonstrative role, influencing people's lifestyles and values. In the process of graphic design, attention should be paid to integrating ecological civilization ideas, such as leading people to reflect on how the ecological environment is destroyed and the consequences of destruction, conveying positive social values, guiding people to pay attention to ecological civilization, and promoting green, circular, low-carbon sustainable development.

4.1.2. Application

(1)Design innovation. In graphic design, it can be reflected in the transformation of design concepts. The design concept has shifted from primarily serving aesthetic purposes to prioritizing ecological civilization and aesthetic functionality, promoting efficient resource utilization, waste reduction, and ecosystem protection.

(2) Optimize color usage. There are many ways to use color in graphic design, and by integrating the concept of ecological civilization, color can be used in a more natural and symbolic way. Natural colors, such as blue in the sky, brown in the land, green in the forest, blue-green in the sea, slightly yellow in the sunlight, orange in the sunset, and other natural and soft colors. Symbolic colors, such as green, are often seen as colors that symbolize environmental protection and sustainable development; Blue is often seen as the color of the ocean, the earth, and hope.

(3) The Application of Nature and Abstract Graphics. In the selection of graphic design elements, natural elements such as plants, animals, landscapes, etc. can be given priority to increase the ecological sense of the work; Abstract shapes, such as basic flat shapes like circles, squares,

triangles, etc., can form patterns of ecological balance and sustainable development in an abstract sense.

4.2. How to Embody the Concept of Ecological Civilization in Product Design

4.2.1. Design Principles

(1)Based on the premise of ecological protection. Product design should not only serve users, but also serve the natural ecology. Before designing a product, priority should be given to whether the production and use of the product will have adverse effects on the ecological environment, always following the fundamental principles of respecting, adapting to, and protecting nature.

(2)Do not lose the original essence of product design. Integrating the concept of ecological civilization into product design does not mean abandoning the functionality and aesthetics of the product. Without functionality and aesthetics, this product loses its essence and cannot be used by humans. Therefore, its production is also a waste of natural ecology. We should ensure that the product follows green, circular, low-carbon and sustainable development, while also ensuring the realization of the most basic requirements of the product.

(3)Improve durability. The product lifecycle is also a key point that product designers need to pay close attention to, especially for daily home products. Designers should strive to extend the product lifecycle as much as possible. The original product lifecycle may have been disposable, over ten days, or several months. Therefore, when redesigning, designers can consider how to extend the product lifecycle from ten days to several months, from several months to one year, or even from one year to several years without affecting the normal use of the product, and design better alternatives to disposable products to reduce people's dependence on disposable products.

(4)Materials, Recycling, and Sustainability. During the design, production, and use of products, the consumption of energy and natural or artificial materials cannot be avoided. Therefore, meeting the requirements of recyclable and sustainable recycling of product materials should be the fundamental operation of product designers.

4.2.2. Application

(1)Material Selection. In the process of selecting product materials, sustainable materials should be given priority, such as renewable materials, recycled materials, and new environmentally friendly materials, to ensure the normal supply of products while reducing excessive demand and damage to the natural ecology.

(2)Design Strategy. To ensure the ecological civilization of the product, simple design, multifunctional design, and energy-saving design should be used more in the design strategy of the product. Minimalist design, which means eliminating unnecessary and flashy design elements while preserving the most essential functionality of the product; Multi functional design refers to not only considering one function of a product during product design, but also striving to develop new functions or combine them with another or multiple products, ultimately demonstrating the effect of multiple functions of a product; Energy saving design refers to the consideration of energy conservation and efficient utilization in the production and use of products, reducing unnecessary energy expenses.

4.3. How to Embody the Concept of Ecological Civilization in the Field of Environmental Design

4.3.1. Design Principles

(1)Serve the natural ecology. Environmental design is closely related to the development of natural ecology. Integrating the concept of ecological civilization into environmental design requires environmental designers not only to serve people's aesthetic needs, but also to serve

the development needs of natural ecology, giving priority to the impact of design implementation on natural ecology.

(2) Obey the development of natural ecology. The development of natural laws is not altered by human consciousness, and nothing can change the direction of natural law development. Forcefully intervening in the natural ecology will only bring irreversible negative consequences. Therefore, in the process of design, environmental designers should respect the development laws of natural ecology on the one hand, and appropriately preserve the part of natural ecology in the environment on the other hand.

4.3.2. Application

(1) Carry out sustainable functional zoning. According to the usage needs and ecological characteristics of the site, reasonable functional zoning should be carried out, and different functional areas should be organically combined to reduce mutual interference and improve the efficiency of site use. To this end, different functional areas such as ecological protection zones, buffer zones, and activity zones are established: natural ecological resources are strictly protected within the ecological protection zones, and development and construction are prohibited; As an ecological transition zone, buffer zones can be used for moderate ecological restoration and landscape creation; The activity area meets people's various activity needs, but also follows ecological principles, using environmentally friendly materials and technologies.

(2) Integrating ecological aesthetics into urban development. In landscape and architectural design, it is necessary to reasonably preserve the original ecological parts, utilize natural terrain and landforms, and construct modern urban construction with ecological beauty. When designing buildings, full consideration should be given to their integration with the natural environment, making them a part of the natural ecology. Reasonably match different types of plants to form a multi-level and multi seasonal plant community. This not only beautifies the city, but also increases biodiversity and improves the ecological environment.

(3) Reasonable division of living resources. Establish a water resource recycling system to collect, treat, and reuse rainwater, reclaimed water, and other resources to reduce water waste; Reasonably set up garbage classification and collection facilities, classify and collect garbage, and treat hazardous garbage specifically to reduce environmental pollution.

5. Conclusion

5.1. Problem Review and Answer

After further understanding how to integrate the concept of ecological civilization into art and design, I have specific answers to the three questions mentioned in the introduction. Firstly, the concept of ecological civilization is manifested in various forms in fields such as graphic design, product design, and environmental design. In graphic design, the concept of ecological civilization can be reflected through environmental themed posters, packaging, logos, etc; In product design, the concept of ecological civilization can be reflected through the selection of green home products and sustainable materials; In environmental design, the concept of ecological civilization can be reflected by respecting and conforming to natural ecological development, preserving the original ecological landscape, and other ways.

In response to the second question, art designers can transform the concept of ecological civilization into practical elements and strategies in their designs through design innovation, optimizing color usage, utilizing natural and abstract graphics, improving product durability, and respecting and adapting to natural ecological development.

At present, the main problem encountered when applying the concept of ecological civilization to art and design is that art and design that incorporates the concept of ecological civilization cannot fully compensate for the negative impact of some human social activities on the natural

ecology caused by uncontrolled exploitation and use of natural resources to meet needs. The protection of ecological civilization still has a long way to go in human society. The coordination between design practice and the natural environment is the biggest challenge for integrating ecological civilization concepts into art and design. Art and design cannot satisfy human needs at the expense of natural ecology. How to coordinate design practice with the natural environment is still a problem that every art and design practitioner needs to consider.

5.2. The Future Trend of Integrating the Concept of Ecological Civilization into Art and Design

Integrating the concept of ecological civilization into art and design will inevitably promote innovation and sustainable use of design product materials, reduce the demand for and unreasonable development and utilization of natural resources; Promote the popularization and development of ecological aesthetics, integrate ecological aesthetics into modern urban construction, and reflect modern civilization in the original ecology.

The integration of ecological civilization concept requires comprehensive consideration of various factors such as ecology, technology, culture, and economy. Therefore, interdisciplinary cooperation will become an inevitable trend in art and design. Designers need to collaborate with professionals from different fields such as ecologists, engineers, sociologists, economists, etc. to jointly explore and solve problems encountered in the design process.

With the continuous improvement of people's understanding of ecological civilization, ecological culture will become an important theme in art and design. Designers need to convey the concept and values of ecological culture through innovative design techniques and forms of expression, guiding people to establish a correct ecological view. Ecological civilization is related to the fate of the entire earth, society, and humanity. It requires everyone and all industries to adhere to the concept of ecological civilization and make unremitting efforts to build a beautiful China and a beautiful world.

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