

The Influence of Aesthetic Theory on the Innovative Design of Nixing Pottery

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Abstract: From ancient times to the present, ceramic works not only reflect the unity of use value and aesthetic value, but also interpret the meaning of design, to serve for life. Under the background of modern society, with the diversification of peoples aesthetic concepts and the improvement of aesthetic taste, the design of Nixing pottery has also changed to some extent. This paper expounds the basic concept of aesthetic theory and its application in ceramic art, at the same time from the material, modeling, decoration and practicality of the art of ceramic art, ceramic art innovation, in order to provide new ideas for the future development of ceramic art.

Keywords: Aesthetics; Nixing Pottery; Innovative Design.

1. A Philosophical Study of Beauty and Taste

1.1. Aesthetics

Aesthetics is a science that starts from peoples aesthetic relationship to reality, takes art as the main object, studies the aesthetic categories of beauty, ugliness, nobility and peoples aesthetic consciousness, aesthetic experience, as well as the creation, development and laws of beauty. Aesthetics is a study on the nature of beauty and its meaning. It is a branch of philosophy, the main object of research is art, but it does not study the specific expression problems in art, but the philosophical problems in art, so it is called "the philosophy of beautiful art". The basic problems of aesthetics are the nature of beauty, the relationship between aesthetic consciousness and aesthetic object. Because the aesthetic research method is diverse, (can take the method of philosophical speculation, can also draw lessons from other related discipline research methods, such as the method of experience description and psychological analysis, anthropology and sociology, linguistics and culture, etc.), because of the beautiful object, the natural beauty, art, social beauty, and so on, both subjective or objective research, is after the result of the perceptual and rational effect.

1.2. Chinese Contemporary Aesthetics

Chinese contemporary aesthetics research in import On the basis of learning western aesthetics, it has been developed for more than a century. From the first introduction of western aesthetic theory, after the great discussion of aesthetics in the 1960s and sixties after the founding of the Peoples Republic of China, to the aesthetic fever in the 1980s, to the deepening of aesthetic research today, the construction of the theoretical system was basically formed Practical For the mainstream of the contemporary aesthetic theory system.

Mr. Zhu Liyuans construction of the theoretical system of practical ontology aesthetics is completed on the basis of fully criticizing and inheriting the research achievements of senior scholars. In his writings, he also mentioned many times that the practical ontology aesthetics he advocated is mainly the

criticism, development and inheritance of the practical aesthetics of Mr.Li Zehou and Mr.Jiang Kongyang under the philosophical basis and theoretical background of the practice theory.

The development of contemporary Chinese aesthetics can be studied in depth from many aspects and many angles. The great impetus of aesthetics on the development of contemporary times is first or mainly reflected in the formation of aesthetic theory form. From the perspective of aesthetic theory, contemporary Chinese aesthetics can be roughly classified into three forms: one is epistemological aesthetics; two is practical aesthetics; and the third is axiological aesthetics. The first is the transformation of epistemology and aesthetics. This is a very important aesthetic theory form of contemporary Chinese aesthetics, and it was once an important research paradigm of contemporary Chinese aesthetics research. Peoples goal is to establish a Chinese, scientific, Marxist ideological system of literature and aesthetics, which is also known as "new aesthetics". Episological aesthetics holds that peoples aesthetic activity is a kind of cognitive activity. Naturally, epistemology constitutes the philosophical theoretical basis of aesthetics. Beauty lies in the thing or lies in the heart, or is both in the thing and lies in the heart. Aesthetic feeling is the reflection of the objective things of beauty. In the artistic point of view, epistemological aesthetics emphasizes that art is a manifestation of cognition, a reflection of the essential phenomenon of reality, and a model of reality. Aesthetic value is the core problem of axiological aesthetic research. Aesthetic need is an important problem in the study of aesthetic subject. The creation of aesthetic subject according to the law of beauty is the key of aesthetic value creation. Aesthetic evaluation is the ultimate realization of aesthetic value. With the continuous progress of aesthetic theory, but also more and more development, not only in life, but also in the work, aesthetics is also constantly advanced

2. Effect of Aesthetic Principles on the Innovative Design of Pottery

Modern aesthetics pays attention to simplicity, personality,

environmental protection, practicality and cultural connotation. In pottery design, these aesthetic characteristics are manifested in simple and smooth modeling, bright colors, simple and delicate decoration, and practical and convenient functions, which not only meet the increasingly diversified needs of modern families, but also bring new development opportunities and challenges to the field of ceramic design.

2.1. Innovative Needs of Pottery Design under Modern Aesthetics

2.1.1. Personalized Display of Uniqueness.

With the improvement of life quality, consumers personalized demand for ceramic tableware is increasing. They hope that tableware can show their own personality and taste, so pottery utensils with unique designs and innovative shapes are more popular. This means that designers should break the shackles of tradition and try out new shapes and styles. At the same time, different styles are designed for different groups and occasions to meet the diverse needs and aesthetic preferences of different consumers.

2.1.2. Environmental Protection Promotes Sustainability.

Ceramic tableware as frequently used in Peoples Daily life, its environmental protection by more and more peoples attention. Therefore, environment-friendly ceramics have great potential in the market. Consumers are more likely to choose tableware made from renewable materials, low-energy production processes, and products that are easily recycled and recycled. Modern ceramic design in the material selection, production process and other aspects of the environmental protection factors, in order to reduce the pollution and damage to the environment, and strive to achieve sustainable development.

2.1.3. Practicality Meets Humanization.

The ceramic design under the modern aesthetics should not only consider the aesthetic value, but also pay attention to the practicality and humanization. In the pursuit of beautiful modeling, designers should also take into account the convenience and comfort of use, so that people can get a better experience in the process of use. For example, the shape, size, weight and other aspects of reasonable design to make it more humanized, to improve the consumer experience.

2.1.4. Cultural Enhancement and Connotation of Beauty.

With the development of globalization, various cultural elements blend with each other, which makes the ceramic design more diversified. Designers pay more attention to the integration of traditional cultural elements in the design, endow ceramics with richer cultural connotation, and satisfying modern peoples pursuit of cultural diversity.

3. The Innovation of Nixing Pottery

Nixing pottery innovation refers to break the limitations of traditional ceramic products and create the novelty, practical and artistic quality of Nixing pottery products through unique design concepts, technical means and material application. This process covers many aspects of innovation.

3.1. Innovation of Design Concept

The innovation of design concept is reflected from the aspects of personalization and customization, cross-border integration, cultural and creative products, cultural inheritance and innovation. Modern ceramic design pays more and more attention to meeting the personalized needs of consumers. Through customized services, Nixing pottery

products are more compatible with consumers aesthetic appreciation and living habits. Nixing pottery design conducts cross-border cooperation with other art and scientific and technological fields, introduces new design concepts and elements, and provides more possibilities for the innovation of Nixing pottery products. Pottery is increasingly closely integrated with the cultural and creative industries. Many designers will incorporate elements such as regional culture and historical stories into the pottery design to create works with cultural connotation and creative value. These works are not only practical, but also have a certain collection value and commemorative significance. On the basis of inheriting the ceramic culture, combining with the modern aesthetic needs, the traditional ceramic art will be developed innovatively, so that the traditional craft can glow with new vitality.

3.1.1. Functional Concepts

The modern design function concept emphasizes that the design and manufacturing of products should focus on meeting human needs, and take the function of products as the primary goal of design. Functionality is the first level of the purpose of product design. On the one hand, it emphasizes the close combination of functionality with user needs in product design to create practical, safe, comfortable and efficient products that meet users expectations. On the other hand, it focuses on the development from single function to multi-function, which requires diversified product design. In history, Nixing pottery products basically serve human production and life. With the passage of time, the aesthetic function is gradually paid attention to on the basis of ensuring the use function, but its use is still the main purpose of its production. In the current pottery market, facing the diversified demand of the modern market, the functionality of Nixing pottery products needs to adapt to the trend of market changes. As modern people pay more attention to environmental and health problems, they pay more attention to the functionality, ease of use and pleasure of products, so the functional design of products needs to keep pace with The Times. While retaining the traditional characteristics, Nixing pottery products apply the modern design function concept, which can not only better consider the users use experience in the design, make the product practical, beautiful, comfortable and easy to use, and meet the diversified needs of modern consumers Enrich the product line of Nixing Pottery, so that the products can better serve the daily life of users on the basis of meeting the functions, so as to further expand its market influence

3.1.2. Aesthetic Concept

Modern aesthetic design concept is a collection and embodiment of peoples cognition of beauty, values and aesthetic trend under the background of contemporary society. It involves many fields such as art, design, culture and society, and aims to create an aesthetic experience and visual enjoyment that coincides with The Times. This concept emphasizes innovation, diversity and foresight, and respects individual differences and cultural diversity. The aesthetic concept of modern design applies the aesthetic principle to the artistic design, covering the functional beauty, modeling beauty, structural beauty, material beauty and form beauty. This concept takes peoples physiological characteristics, emotional needs and cultural background into the design consideration, and pursues the aesthetic feeling and fashion of products. In the design of Nixing pottery products, following the aesthetic concept can improve the traditional

shape of Nixing pottery products, enhance its overall image and design level, make its appearance more in line with the modern aesthetic vision, and stand out among similar products, so as to improve its market competitiveness and attraction.

Modern aesthetic concept emphasizes the combination of internal beauty and external beauty, pays attention to breaking through conventions, and expresses emotions, ideas and cultural connotations in a unique way. Designers are encouraged to break down from traditional restrictions and try out new materials, forms and styles. In the production of Nixing pottery, the introduction of modern elements and design language can make Nixing pottery products convey more emotional and cultural value outside the appearance and form, and make the products more sense of The Times and innovative. Modern design aesthetics is not contrary to the tradition, but can be integrated with it to create a new form of cultural expression. In Nixing pottery, the combination of modern aesthetics and traditional crafts not only retains the traditional cultural heritage, but also endows the works with new artistic connotation. Therefore, drawing on the aesthetic concept of modern design and making innovative design of Nixing pottery products is helpful to expand its market audience, enhance its artistic value and commercial competitiveness, and also helps to inherit and develop Nixing pottery, an important folk craft.

3.1.3. People-oriented Concept

People-oriented design, also known as humanized design or user-centered design, is a design concept that emphasizes the needs, expectations and experience of users. It takes human behavior, psychology and living habits as the starting point and focus of the design, and aims to create products more consistent with human life and psychological needs, so as to improve user satisfaction and use experience. By integrating humanistic factors into the design process, Nixing pottery works can be endowed with richer cultural connotation and emotional resonance, and meet the needs of modern consumers for personalized, practical and emotional experience. People-oriented design considers the connection between the product and peoples cultural background and emotion. In the innovative design of Nixing pottery, the local folk custom elements and historical stories are integrated, which can be endowed with modern aesthetics through innovative design techniques. As a cultural carrier, Nixing pottery can be deeply connected with users through emotional resonance. The people-oriented design will focus on tapping the emotional needs of users. Through innovative forms, patterns, themes and other elements, Nixing pottery can have a more attractive appeal to users. People-oriented design also emphasizes product ease of use and user experience. In the process of innovating the design of Nixing pottery products, the use scenarios, convenience and ergonomics are considered to ensure that the product can meet the needs of the product The use of need

The application of people-oriented design concept in the design of Nixing pottery products can better integrate humanistic factors into innovative design and endow Nixing pottery products with richer cultural connotation and emotional experience, so that Nixing pottery can radiate new vitality while maintaining the tradition, so as to better meet the needs of modern people.

3.2. Innovative Design Ideas

3.2.1. Based on the Functional Requirements, Give Full Play to the Material Advantages of Nixing Pottery

The function of the products comes from the demand. Based on the current market demand of Nixing pottery, Nixing pottery products can be divided into two categories, practical and ornamental types. The Qiaoxing pottery products are classified according to the functions of daily pottery, which can be produced for food, tableware for food, tea sets for tea and storage utensils for storing goods; vases, smoked tripod, incense burner, study articles and craft ornaments according to ornamental requirements. As a unique landmark product of Qinzhou, Guangxi, the production materials of Nixing pottery are mostly green and environmentally friendly materials, which do not contain harmful substances, especially without lead. Therefore, the pottery is free of food and drinks and is suitable for everyday things such as tableware and water cups. The clay used in Nixing pottery has good air permeability, but it is impermeable. This makes Nixing pottery products can maintain air permeability while maintaining appropriate water absorption rate, which is suitable for storing food and drinks. Nixing pottery products are rich in mineral elements, which not only give the products a special texture, but also make them more conducive to health, suitable for the production of tableware and kitchen supplies. Nixing pottery products will be fired at high temperature in the production process, so that they have high strength and durability. Therefore, compared with ordinary pottery, the strength and hardness of Nixing pottery are more superior, and the surface is more smooth and delicate. Nixing pottery has a biography The characteristics of slow heat, can prolong the insulation effect, suitable for the development of production with insulation function

3.2.2. Focusing on the Aesthetic Needs, Highlighting the Visual Characteristics of Nixing Pottery

Product appearance is the first element to attract consumers attention. Only when the designed products meet peoples aesthetic pursuit can they be more popular. In order to improve the aesthetic value of Nixing pottery products, it is necessary to highlight the external visual characteristics of Nixing pottery in the innovative product design, and make the design of Nixing pottery as a suitable product with unique shape. In the design process, we can follow the fashion trend, integrate popular elements, and design Nixing pottery products, which meet the modern aesthetic requirements, such as wall lamps and vases, to enrich their product connotation, so as to make them both practical and play the role of decoration. Can also be Chinese traditional culture symbols into shows xing pottery appearance decoration, using painting, carving techniques, integrate the artistic decoration into the design, on the product surface to create a unique artistic effect, for products with unique historical value and cultural significance, make the product more collection and ornamental value, to cater to consumer interest in wen gen products. Can also show xing pottery history and culture and traditional craft as the basis of the design, the integration of traditional pictures and modern art elements, with a unique texture pattern to attract the attention of consumers, make the product in retaining traditional characteristics at the same time, create to keep pace with The Times, has a unique national cultural connotation of shows xing pottery products.

3.2.3. Adhere to the People-oriented, Improve the Product Characteristics of Nixing Pottery

Modern people pursue personalized experience and like products that can reflect their own unique style. Human-oriented product design can meet individual needs and give products a deeper connotation. In this regard, when innovating the product design of Nixing pottery, it can be divided according to the needs of different groups, and provide diversified product choices for different consumer groups such as basic consumer groups, emotional demand groups, individual demand groups and artistic suitors, so as to ensure that the product series covers various functional and aesthetic needs. For personalized people and artistic suitors, personalized customization options can be provided, such as customized specific patterns, colors, and shapes. Let customers can participate in product creation according to their own aesthetic appreciation and needs, and increase the personalized characteristics of products. The human-oriented design concept should consider the social background, regional culture, ethnic customs, religious belief and other cultural environment factors. As a local characteristic, Nixing pottery can also integrate regional cultural elements into the product design to enhance the emotional resonance of products and attract people with emotional needs. In addition to the appearance design, you can also be innovative in the production process. Try different kilns, glaze and decorative skills, so as to create Nixing pottery products with unique texture and visual effects. In a word, in the process of innovating Nixing pottery products based on the modern design concept The needs of different groups of people should be included in the design, and the attraction, uniqueness and practicality should be added to Nixing pottery products through diversified, personalized and interesting design means, so as to enhance the characteristics of the products and enhance their market competition

3.3. Innovation in Modeling and Design

3.3.1. Creativity and Personalization.

Modern Nixing pottery modeling design pays more attention to creativity and individuation. You can not only see various works of different shapes, but also see some designs that integrate contemporary aesthetic concepts.

3.3.2. Combination of Functionality and Artistry.

While pursuing the beauty, we also pay attention to the practicality of the products, so that the Nixing pottery products can not only meet the aesthetic needs, but also have good use functions. Some pottery is no longer limited to traditional tableware, tea sets and other uses, but expanded to more functional areas. For example, some designers will create pottery products with thermal insulation, thermal insulation, and antibacterial characteristics to meet the use needs of different scenarios.

3.4. Decoration Technology Innovation

3.4.1. Combination of Traditional Technology and Modern Technology.

Many pottery manufacturers, while retaining traditional handmade techniques, introduce modern mechanical equipment to assist production. This combination not only retains the unique charm of the traditional process, but also improves the stability of the production efficiency and the product quality.

3.4.2. Both Artistry and Practicality.

Modern Nixing pottery decoration technology not only

pursues the artistic effect, but also pays attention to the combination of product functions, so that the Nixing pottery products are more beautiful and practical. Its role as a home ornament is becoming increasingly prominent. Designers will create a variety of pottery products with unique shapes and rich colors, which are used to decorate the home space and improve the living quality.

3.5. Innovation in Technological Means

3.5.1. Digital Design and Manufacturing Technology.

With the popularization of digital technologies such as CAD / CAM, digital design and manufacturing technologies began to introduce into pottery production. These technologies can greatly improve design efficiency and production accuracy, while reducing production costs. For example, some high-end pottery brands use 3D printing technology to make samples or limited edition products.

3.5.2. New Material Technology.

The application of new ceramic materials, such as materials with high wear resistance, corrosion resistance, thermal conductivity and high temperature resistance, bring unique texture, color and function to Nixing pottery products.

3.5.3. Intelligence and Automation

Intelligent and automatic technology is introduced in the production process of Nixing pottery to improve the production efficiency and product quality stability.

3.6. Material Application and Innovation

In addition to the traditional clay, modern ceramic production also began to use ceramics, glass and other diversified materials, so that the texture and color of ceramic products are more rich and diverse. At the same time, it explores the combination of ceramics and other materials, such as metal, glass, wood, etc., breaking the single material limitation of traditional Nixing pottery artworks, and creating a unique texture and visual effect.

4. Conclusion

Ceramic innovation is a comprehensive process involving design concept, technical means, material application and modeling design. Through continuous innovation and practice, ceramic products can, on the basis of retaining the traditional essence, constantly meet the aesthetic needs and life needs of modern society, and provide consumers with more diversified and higher quality choices in terms of improving product aesthetic feeling, guiding design innovation, emphasizing culture and promoting cross-border integration. These influences will help to promote the sustainable development and innovation of Nixing pottery industry, so that it can better serve the public.

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