

The Role of Modern Industrial Design in Production

D. SH. Pirmatova

*Kamoliddin Behzod Nomli Milliy dizayn va rassomlik institute
"Dizayn" kafedrasi o'qituvchisi*

Abstract: This article is devoted to the importance of industrial design in production. The impact of design on product production is revealed, and the main directions of the technical designer's activity in the modern world are described. The development of ergodesign and the formation of style in different countries are described.

Keywords: composition, industrial graphics, industrial design, styles, artistic design techniques, ergonomics.

The work of a designer is related to the design of objects that surround a person: machines, things, tools, from complex technological equipment to complex equipment of industrial enterprises. As a result of the active creative work of designers, the production of products and goods needed by people has increased many times, and the objects themselves have acquired a completely different appearance.

Industrial design is an artistic design aimed at the mass production of products.

The meaning of design is to turn useful and useful things into something beautiful. The item should look more expensive than it costs. "Ugly doesn't sell," they say in the business world. The visual component of the living environment is one of the priority objects of design creativity, because a person receives more than 80% of all information through visual perception during his life.

In 1969, ICSID, the Congress of the International Council of Design Organizations, defined "design" as a creative activity, the purpose of which is to determine the form and meaning of industrially produced objects [1, p. 13]. And this applies not only to the appearance, but also to the functional and design features of these elements, their production technology, compliance with ergonomic requirements, ease of use and safety.

Design methods and technologies are based on the position of reconstructing what is functionally necessary to be aesthetically perfect.

Industrial design includes elements of marketing, art and technology. Design has a great impact on the technological and constructive side of the product creation process.

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A true designer should be part of a research team to create a safe living environment, improve ergonomics, adapt existing materials and develop completely new ones.

A technical designer combines technology, design and design. The designer uses all design tools in his work: from technical design to composite form formation, from functional analysis to organizational, conceptual models of the subject environment. Nevertheless, all these tools are subordinated to the opening of a common cultural, artistic and imaginative understanding by the designer of the whole set of issues of the objective world and the world of communication.

In modern production conditions, a person often works at the limit of psychophysiological capabilities, which leads to accidents.

Ergonomics studies the functional capabilities of a person in labor processes, finds the laws of formation of optimal living conditions and high labor productivity.

Ergonomic requirements show that deep consideration of human factors is an integral part of the entire process of artistic design of industrial products, resulting in ease of use of objects, maximum compliance with working conditions and optimization of human life conditions [1, p. 62].

The more technically complex the design object is, the greater the role of the human factor.

Currently, much attention is paid to ergodesign, a discipline formed at the intersection of design and ergonomics. Ergodesign combines scientific ergonomic developments of the "human factor" with design research.

All objects have common stylistic patterns and common relationships of material, form and technology. Thus, design is responsible for the unity of the objective world.

A certain level of development, economic conditions, high technology, developed industry and high welfare of people are necessary for the successful development of design.

There are traditionally design-oriented countries - Germany, USA, Italy, Japan. In them, trade and production are permanent customers of design. There are countries where design literally permeates all activities. Among them are Italy, Finland, Sweden, Norway, Japan. Commercial design (style) plays an important role in the development of mass production in these countries - this is a special type of formal-aesthetic modernization, in which the appearance of the product is changed, not related to the change of function and not relevant. significantly improve its technical or operational quality. Styling the product is fashionable, modern, convenient for the consumer, etc

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