

## INFORMATION AND BIBLIOGRAPHIC RESOURCES ON THE DESIGN THEORY

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### ABSTRACT

The article is dedicated to an urgent problem of reflecting on theoretical problems of design in the leading industry periodicals. Relevance of this work is caused by value of the scientific periodical press as means of scientific expert communication; the conceptual framework of scientific discipline is formed by theories and concepts explaining the field of the related practical activities. Authors carried out work on identification and analysis of information and bibliographic resources on the design theory. Problem areas and lacunas in a research were majorly filled in by theoretical knowledge in the field of. Professional periodicals, such as "Architecture are chosen. Construction. Design", "Design. Theory and practice", "Design. Materials. Technologies" were chosen for empirical basis. On the basis of theoretical and empirical investigation phases authors defined the problems constraining development of the design theory: insufficient attention to the design theory (object, subject, development tendencies), low percent of achievements use from other scientific areas (adjacent to design and general-theoretical), low complexity of design theory and practice, etc.

**Keywords:** design, design theory, design object, design subject, periodical.

### INTRODUCTION

The organization of theoretical knowledge of scientific discipline treats private questions of science development, however, considering the differentiation of scientific knowledge which is continuously amplifying at the present stage, this question is developed by authoritative domestic experts in the field of science methodology, in particular, the philosopher V. S. Stepin [1].

The general structure of scientific knowledge allocates several hierarchical levels: these observations - the empirical facts - theoretical knowledge. Theoretical knowledge also has specific structure: fundamental and private theoretical schemes, private and basic laws, ideal objects, science bases.

The science calls two types of ideal objects: empirical and theoretical. The first represent the abstractions fixing the signs of real objects revealed in the course of manipulations with them in concepts - measurements, comparisons, etc. Any sign which carriers are empirical objects can be found at the real objects corresponding to it. Empirical objects represent not everything, and only some signs of real objects abstracted from reality according to problems of knowledge and practice [1, page 104]. Examples of objects of this look in design: decorative object, asymmetric composition, ethnic ornament, etc. Theoretical objects, unlike empirical, are idealization, logical reconstruction of reality. They can be allocated not only with properties and the relations of real objects, but also signs to which there does not correspond any such object [1, page 104]. In the sphere of design theoretical objects form sense of such terms as a form, a proportion, a design, ergonomics etc.

## RESEARCH MATERIALS

The interconnected network of theoretical objects defines specifics of the scientific theory and is called as the fundamental theoretical scheme. Formulations of theoretical laws are carried out in system of abstract objects [1, page 111]. The system of scientific knowledge, since its classical stage, is made out in the form of laws, theories, hypotheses and objects.

Laws - the open stable relations between the reality phenomena allowing them to describe, to explain and predict. They are formulated within a certain theory. Theories are formulations of complete representation concerning regularities and essential properties of a certain subject domain of reality evolving from hypotheses. Hypotheses are scientific assumptions concerning these properties and communications. The essential communications and the relations of natural objects fixed by laws act as the scientific research subject [1, page 156].

An intermediary between practice and the theory are the empirical facts received as a result of establishment of invariant maintenance of real objects, for example, differentiation of all design objects on spheres of their existing: work, life, a cult and a holiday, focuses the designer on concrete types and ways of design of a subject, proceeding from their appointment.

According to V. Y. Medvedev, the design theory is focused on a research of regularities of art creativity in the sphere of the equipment which it discloses, studying interrelations between people and the objects of material and art culture created on projects of designers in the conditions of the various environment of human activity where these interrelations and are carried out [2].

Utilitarian purpose of the majority of the objects created by the designer demands studying not only objects, but also a social context in which they function and act as objects of esthetic perception. It causes complex studying social, esthetic, functional, ergonomic, technical and technological and some other aspects of formation of the subject environment in various spheres of human activity and forms theoretical bases of design.

As the scientific discipline design in our country has short history, it began as interpretation of foreign experience. The analysis of theoretical researches of the end of the 1960-h-first half of the 1970th devoted to problems of the design theory allows speaking about the development stage of its methodological bases which began these years [3, page 153].

First of all, process of design in which the subject and subject to design, the purpose, means, result allocated [4, page 141 was subject to consideration] that allows to speak about system approach. In the conditions of industrial overproduction and intense competition interpretation of marketing technologies [3] became the widespread directions of design activity. Unlike the artist, design creativity is always focused on the consumer; the designer has no opportunity to work "in a table".

Even such highly specialized directions of design as graphic, demand today theoretical justification as technological approach sputtered out [4, page 142]. The design as means of social transformation demands scientific validity and regarding all-methodological installations of the subject domain, and the accounting of achievements of such sciences as sociology, psychology, ergonomics, economy, cybernetics, an esthetics, cultural science.

Development of science in modern conditions is impossible without high-quality information and bibliographic maintenance which ultimate goal is "providing real and potential users with the social information necessary for them for satisfaction of the most various personal, professional and public requirements" [5, page 28]. Information and bibliographic providing includes set of appropriate resources

and services which quality and completeness as a result characterize quality of the executed reference and/or service.

## RESEARCH METHODS

Information and bibliographic providing branch is reached thanks to functioning of system of scientific and auxiliary grants which purpose consists in assistance of research activity in specific industry of knowledge or the field of science. Success of information and bibliographic activity depends on quality of the documentary stream presented by its such types as printing editions, magnetic and optical disks, photo and film documents which are more often absorbed by electronic documents today.

It is not dependent on an existence form (printing, electronic) the leading way of fixing of a scientific reflection and scientific communication is the magazine. Today problems of design are stated on pages of a set of periodicals, for example, the largest domestic electronic library e-Library on request of the magazines devoted to design issues 42 names. Among these editions there are those that in the theory of documentary streams are called "nuclear" directly devoted to design and peripheral, reflecting problems of design, art creativity, architecture, etc.

## RESULTS

As nuclear we chose magazines at which name there is a word "design" and leading by the number of publications. This group included magazines: "Architecture. Construction. Design" (the assignee of the Architecture of the USSR magazine, leaves since 1933), "Design. Materials. Technology" (leaves since 2006), "Design and technologies" (it is published since 1941) and "News of higher educational institutions. Technology of light industry" (it is published since 1958).

As criteria of reference of the published materials to the design theory we defined such composed theories as design methodology, a design object, design methods, terminological system of design, a design subject, and hypothetical concepts of design. Results of a research of maintenance of magazines for 2016-2014 are presented in *the table*.

Thus, for the last three years according to the design theory seven articles, and all in one magazine - "Design are published. Materials. Technology". Publications in other magazines have applied character: even if in the name of article theoretical aspects are taken out, they reveal on empirical material of concrete functional area of design (production of footwear, modeling of a suit, typology of materials, etc.).

The received result forced to address the magazines included in the list of the editions recommended by the Ministry of Education and Science of the Russian Federation for the publication of results of scientific research (the so-called list of VAK). Among such editions as "Burganov's House appear. Culture space", "SPb bulletin of university of technology and design. Series 2" and "Decorative art and subject and spatial environment". The analysis of maintenance of magazines for 2016 revealed five articles on theoretical problems of design. Considering that on average in a year about 120 articles are published in the magazine, the share of articles according to the design theory makes less than five percent that cannot be recognized as satisfactory.

## CONCLUSIONS

On the basis of theoretical and empirical investigation phases it is necessary to refer the insufficient attention to design methodology (an object, a subject), tendencies of its development which is shown in single character of publications on the matters, lack of attention to them in the majority of periodicals to number of the problems constraining development of the design theory. One more negative factor revealed during the research is ignoring of foreign experience. We use only domestic practices that considerably reduce scientific novelty of their publications. From seven articles devoted to various aspects of the design theory, published for the last three years (see the table), not a single foreign authors is quoted. The reason

of a similar situation is much more difficult, than lack of great research interest. In spite of the fact that the design as sphere of activity and scientific discipline arose in the West (and in our country the first works on design appeared only in the 70th years of the last century), its methodological base is generally presented by the empirical facts that confirm the sources studied by us [6-10]. Such aspects as the bases of classification of design, hierarchy of its social functions, etc., are more fully studied in domestic design as scientific discipline.

In recent years it is active both in foreign, and in domestic design its essence as agent of social transformation as the design is directly connected not only with production of goods, but also with social system in which it is included is considered. Such phenomena as commodity overproduction, the competition, etc. which became the Russian realities demand the accounting of social stratification of society, factors influencing symbolical consumption, etc., create the soil for the mutually enriching dialogue. For example, K. Dilton's work "Design as socially important activity" [6] came out in 1982 when in Russia the majority perceived design as design activity.

Thus, the received results are confirmed by expediency of scientometric researches in assessment of a state and potential of a certain sphere of activity.

At the same time would be inexpedient to deny theoretical value of the materials published in the considered periodicals. They are quite capable to become at completion an intermediary between practice and the design theory. Abundance of these materials devoted to functional areas of design, methods of design activity and the item of t., provide good base for the translation of the data stated in them in the empirical facts, that is establishment of invariant maintenance of the real objects included on social Wednesday. When understanding this fact by professional community of designers, understanding of the importance theoretical materials for development of branch improvement of quality of information resources is possible.

The conducted research defines the directions of development of the considered magazines. The inattention to theoretical materials not only constrains development of practice of design, but also reduces the academic status of magazines. Theoretical knowledge provides a complex of criteria of its substantial component: scientific level of articles, their novelty, compliance to the main directions of basic researches.

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aspects	"Architecture. Construction. Design"	"Design. Materials. Technology"	"Design and technologies"	"News of higher educational institutions. Technology of light industry"
Methodology	-	1	-	-
Object	-		-	-
Methods	-	3	-	-
Terminological system	-	1	-	-
Subject	-		-	-
Hypothetical concepts	-	2	-	-