

ART AND DESIGN: SIMILARITIES AND DIFFERENCES



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Abstract: This article explores the intricate relationship between art and design, two disciplines that share a creative foundation while serving distinct purposes. Art emphasizes subjective expression, focusing on emotions, ideas, and aesthetics without the constraints of functionality. In contrast, design is inherently utilitarian, aimed at solving practical problems by balancing creativity with functionality. The article highlights key differences and overlaps between these fields, illustrating how changes in artistic approaches have historically influenced design practices.

Key words: Art, design, culture, utility, functionality, aesthetics.

Annotatsiya: Ushbu maqola san'at va dizayn o'rtasidagi murakkab munosabatni o'rganadi. Ikkala soha ham ijodiy asosga ega bo'lsa-da, ularning maqsadlari farqlidir. San'at subyektiv ifodani ta'kidlaydi, u hissiyotlar, g'oyalar va estetika bilan bog'liq bo'lib, funkcionallik cheklovlariga bo'ysunmaydi. Aksincha, dizayn amaliy muammolarni hal qilishga qaratilgan bo'lib, unda ijodkorlik va funkcionallik muvozanati muhim ahamiyat kasb etadi. Maqolada ushbu sohalarning asosiy farqlari va o'zaro bog'liqligi yoritilib, san'at yondashuvlarining tarixiy o'zgarishlari dizayn amaliyotlariga qanday ta'sir qilgani ko'rsatiladi.

Kalit so'zlar: San'at, dizayn, madaniyat, foydalilik, funkcionallik, estetika.

Аннотация: В данной статье исследуется сложная взаимосвязь между искусством и дизайном — двумя дисциплинами, имеющими общую творческую основу, но преследующими разные цели. Искусство ориентировано на субъективное выражение, акцентируя внимание на эмоциях, идеях и эстетике без ограничений функциональности. В отличие от него, дизайн носит утилитарный характер и направлен на решение практических задач, сочетая креативность с функциональностью. В статье рассматриваются ключевые различия и точки пересечения этих областей, а также влияние исторических изменений в подходах к искусству на дизайн.

Ключевые слова: Искусство, дизайн, культура, утилитарность, функциональность, эстетика.

Art and design are often viewed as two intertwined disciplines, yet they serve distinct purposes and functions in our lives. While both are forms of creative expression, they differ in their intent, process, and outcomes. Art is primarily driven by personal expression, emotion, and the exploration of ideas, often without the need for a practical application. In contrast, design is inherently functional, aiming to solve problems and meet specific needs while incorporating aesthetic considerations. This article explores the similarities and differences between art and design, shedding light on how these two fields influence each other and contribute to the world around us. By examining their unique characteristics, we can gain a deeper understanding of their roles in shaping culture, society, and innovation.

Design focuses on solving functional and utilitarian tasks. Its goal is to create objects that combine practicality with aesthetic appeal. Design is a rational process that involves problem analysis, solution development, and the creation of strategies to meet user needs.

Art, on the other hand, emphasizes subjective aspects of perception. It serves as a means of expressing ideas, emotions, and concepts, often going beyond utilitarian purposes. The subjectivity of art stems from the artist’s personal need for self-expression.

The objectivity of design is based on the demands of the mass consumer. Designers respond to these demands using their professional skills and creativity. However, despite the utilitarian constraints, designers also possess creative freedom and can produce unique works inspired by their own ideas.

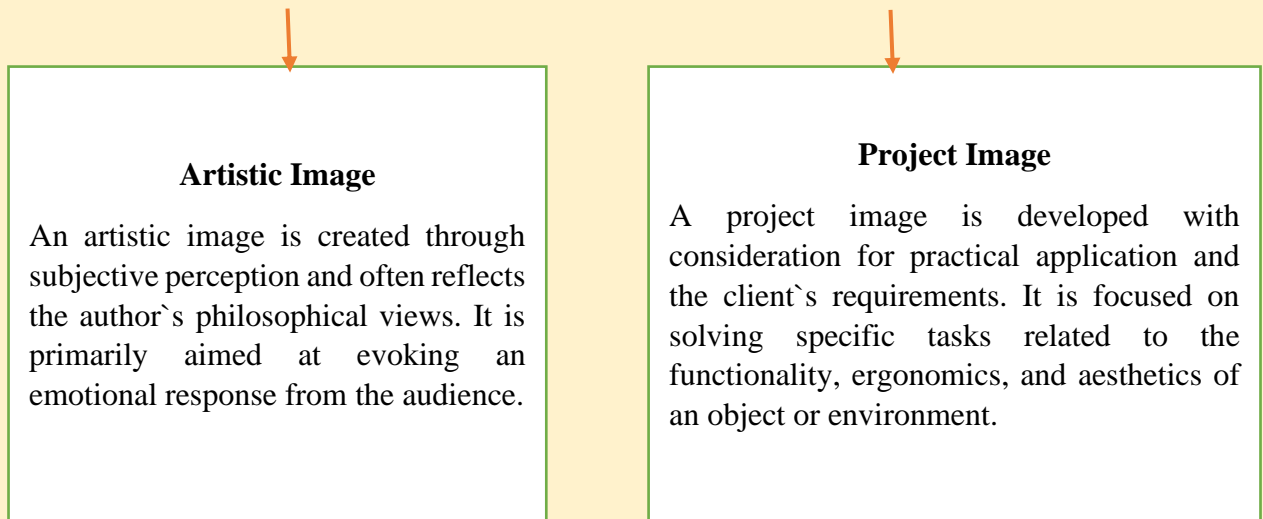
Unlike art, the product of design must first have utilitarian properties and only then possess aesthetic value. Thus, designers balance creative freedom with functional requirements, creating objects that are both practical and visually appealing.

Table 1 illustrates the differentiation of design and art principles, providing a clearer understanding of the unique characteristics of each discipline.

Art	Design
The purpose of art lies in expressing the inner world of the creator and producing images that evoke profound emotional, aesthetic, and intellectual experiences in the audience.	The purpose of design is to create functional and aesthetically refined objects that enhance the harmony between humans and their environment.
The creativity of an artist is rooted in their drive for self-expression. Artists seek unique ways to perceive and represent existing reality, interpreting it through their own perspective.	The creativity of a designer is focused on meeting the demands of the market and consumers. Designers address these needs using their professional tools and skills.
An artist strives to discover new methods of aesthetic comprehension of reality, conveying it through their personal vision and interpretation.	Designer works on material and organizational forms, striving to transform existing reality in a seamless and harmonious way.
The authorship of an artist is inherently subjective. This subjectivity stems from their inner need for self-expression.	The authorship of a designer is objective. It is reflected not in the choice of specific forms, colors, or sizes but in the ability to integrate and coordinate the conceptual solution of a product that meets objective requirements.
Innovation in art is manifested through the use of new forms, techniques, and materials that transform traditional perceptions and inspire the audience.	Innovation in design is aimed at solving practical problems through the use of technologies and sustainable approaches, improving the interaction between humans and their surroundings.
The target audience of art is viewers. A deep understanding of artworks requires the audience to have specific knowledge, skills, and experience that enable them to interpret artistic images and ideas. Art aims to elicit an emotional response and stimulate intellectual engagement.	The target audience of design includes consumers, organizations, and society as a whole. Design products are primarily evaluated based on their utility and then on their aesthetic value. Design addresses practical challenges while maintaining the ability to create visual and emotional impact.

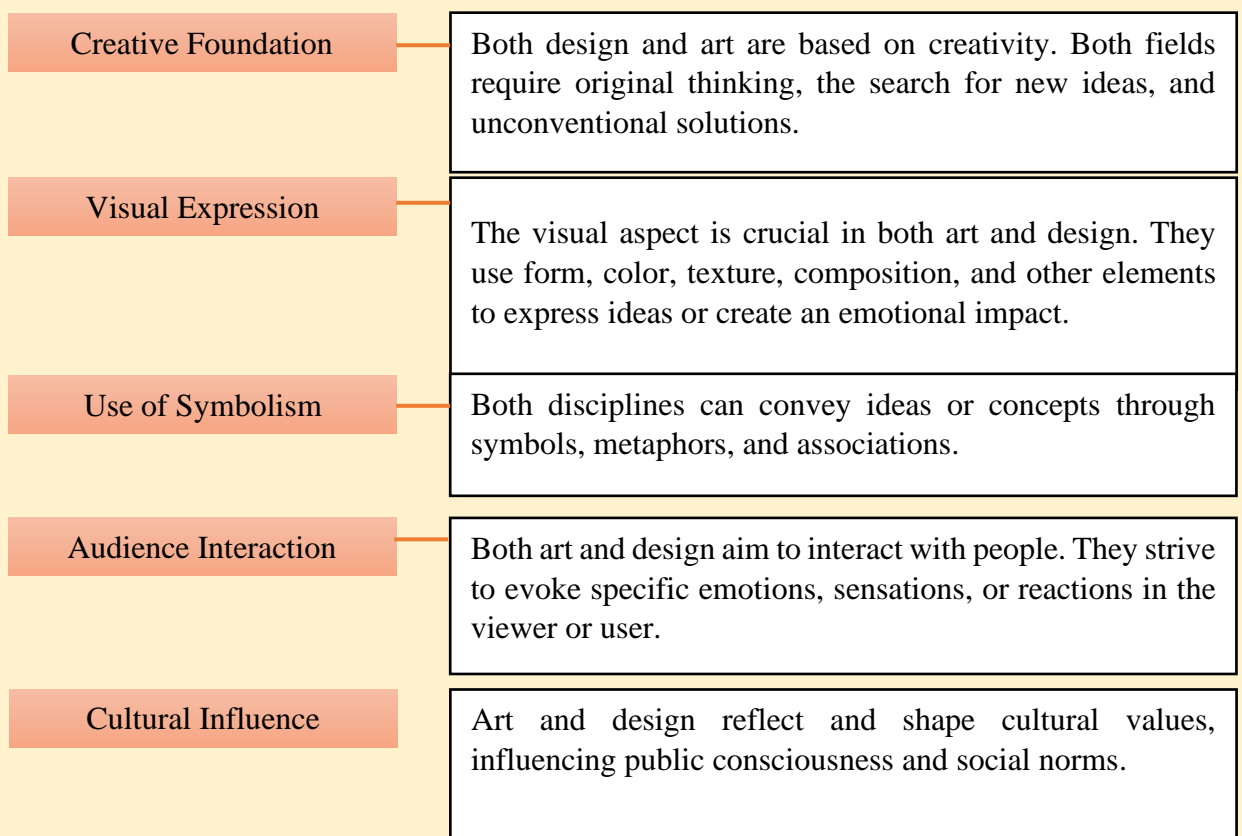
Both designers and artists create images in their professional work, which is why they share a capacity for figurative thinking. However, as I.A. Rosenson notes, “the project image in design differs from the artistic image found in works of ‘high’ art by its pragmatism and utilitarianism” [1. p. 16].

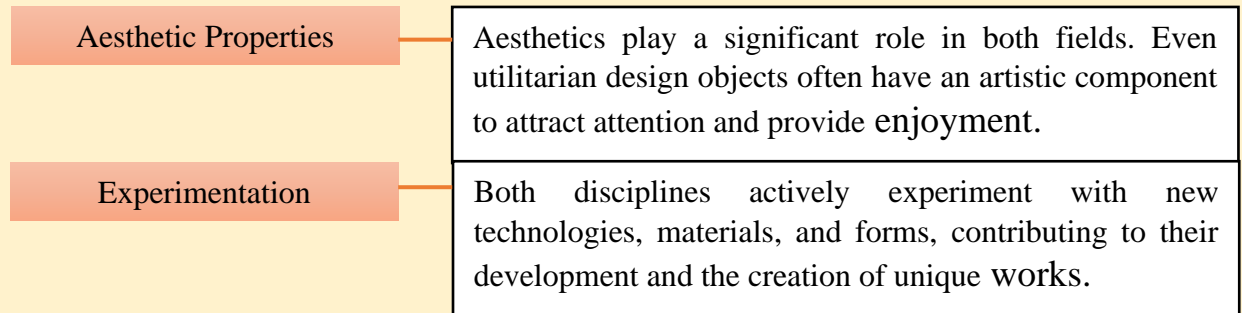




Some design theorists believe that its essence lies in the ability to overcome the limitations of previous forms of activity caused by the rapid development of human knowledge through the integration of artistic elements into the technical sphere [2. p. 5]. In this context, design is seen as a continuation of the evolution of applied art, deeply rooted in the history of the interaction between artists and production.

For centuries, artists have focused on utilitarian objects, imbuing them with aesthetic value. This is why decorated utilitarian items, such as knives and luxurious palace tableware from the courts of khans and emirs, can be considered prototypes of modern design (Fig. 1). Thus, design not only unites art and technology but also continues the traditions of applied art, developing them in accordance with the current demands of the time. This once again highlights the similarities between design and art, although each has its own unique goals and objectives. As L.A. Zelenov noted, the kinship of design with all other forms and types of art lies in its figurative nature; it is expressed in its "ability to think in terms of wholes and systems, the ability to reveal the generic essence and human significance of a specific, singular object. Conversely, it is the ability to represent the general, abstract, generic, systemic, etc., in a concrete, sensory form, in a specific material wholeness". [3. p. 13.]





The relationship between design and art remains one of the most relevant topics for discussion. Their connection is so multifaceted and at times contradictory that the study of these disciplines, both individually and in their mutual influence, has always attracted the attention of both theorists and practitioners. It is important to emphasize that art has had a significant impact on the formation of design, and this influence has been largely decisive. The unique connection between art and design lies in the fact that changes in the field of art served as the foundation for the emergence of design as an independent form of activity. This perspective is also supported by art expert V.T. Shimko, who noted: “Design moves in full harmony with the general direction of the world of art”. [4. pp. 51-53].

The intricate relationship between art and design highlights their shared creative foundation while emphasizing their distinct purposes and methods. Art thrives on subjective expression, evoking emotions and ideas without the constraints of functionality, whereas design is inherently utilitarian, balancing creativity with practicality to address specific needs. Despite these differences, both disciplines influence and enrich each other, shaping cultural, social, and aesthetic landscapes. By understanding their unique roles and interconnections, we gain deeper insights into their contributions to innovation and the enhancement of human experiences.

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