

设计师著作 《做设计》 / 《Design Fusion》 , a book by Jamy Yang

前言：

作为一名设计师，我始终在思考：我们为何而设计？

面对全球化与消费主义，设计只是一种商业的工具？为了实现一个美丽的外表，激发消费者的购买欲望？或是以人为本，创造完美的用户体验？抑或只是为了满足设计师的自我意淫？

面对国家与族群的身份认同，设计是为了体现一种权力、意志与价值观？或是为了传播与承载一种文化、美学与生活方式？

如同音乐远非音符的组合，文学不止是文字的排列，设计也不仅仅是形态与材质的堆砌。

面对整个人类社会，设计能否实现一种更为合理、公平、可持续的生存方式？向公众传播一种正面的社会启迪意义？

无论哪种可能，设计的本质始终是在探讨与解决人与人、人与物、人与环境之间的关系。这种关系应该是友善而非对立的！

—— 杨 明洁

《Design Fusion》 Prologue :

As a designer, I am always wondering: What do we design for?
Is design merely a commercial instrument?
Are we simply striving to create the perfect client experience?
Or is design only meant to satisfy the designer's ego?.

Is design supposed to embody a right, a will, a power or a value?
Or to convey culture, aesthetics and lifestyle?
In the face of national and ethnic identity, is the design simply to reflect a kind of power, will and values,
or to spread and carry a kind of culture, aesthetics and way of life?

Music is not just the combination of notes, literature is not just the arrangement of words,
and design is not just the stacking of shapes and materials.

Facing the entire human society, can design realize a more reasonable, fair and sustainable way of life and spread a positive social enlightenment to the public?

No matter what kind of possibility, the essence of design is always to explore and solve the problem of relationship between people and people, people and things, people and the environment.
The relationship should be friendly but not antagonistic!

-JAMY YANG

