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The overview of what will be discussed of the digital platform and the meanings of it philosophy to the meaning of value with the last thing being the popularisation of dystopia and what has sprung a creative yet destructive ideas of designs. To begin lets deep dive into the three chosen keywords:

Digital , Axiology, Dystopia

To begin by looking over these theories of the digital interactable to designs in the 3d space of the digital platform and the future it can hold with brewing in the virtual worlds and how that has given a new perspective on what can be made. Next will be what gives value to designs and the given purpose it has on people around the world, Lastly Dystopia on the discussion of it use in media and artist that follow the idea of what dystopia is and the popularisation of fantasizing a dystopian future.

Let’s begin with The first keyword Digital has a variety of meaning and to put it into its basic definition of just lines of 1s and 0s to form data that can be read by a computer to show and create things on a digital platform as for an example a digital clock showing numbered digits by its internal computer chip than instead of the classic pointer (hands) pointing to the written numbers on a circular clock. But for this topic, focusing on the applied use onto digital platforms and the theories of its upcoming uses for the future.

how this word is used is by the platform of what something is created or seen by digital designers who use computers to design and display their works and having the ability of interaction and movement that would be difficult in the real world that the digital platform makes it easier to form these ideas. The most upcoming use of virtual reality is a big milestone in the digital era as it pushes boundaries of being more interactable and using the 3d space.

The digital philosophy is an ongoing discussion with the upcoming rise of artificial intelligence and virtual reality and to begin with this discussion is the speed of technology is progressing. “First came speed reading, a twentieth-century version of literacy. Next photocopy duplication, the word processor, and the fax-machine.” (The Metaphysics of Virtual Reality by Michael Heim) on this on how fast everything will progress leading to conscious dilemma of what is real and how to distinguish form the virtual as time goes on. The cultural implications of this digital era and how it reshapes the understanding as talked about McLuhan’s work Understanding Media: The Extensions of Man with the coined phrase “The medium is the message.” (McLuhan, 1964) that affects the people’s perception on society that the shift from print-base to the electronic media provided a foundation that exploring the changes into the digital age can be scary to everyone and that the changes that are unknow certainty of what’s coming next. Furthermore, the philosophy of the digital can challenge to rethink of identity, information and how the power of context can change the feelings on the masses. To begin to engage with these ideas with a quote from Marshal McLuhan "We become what we behold. We shape our tools, and thereafter our tools shape us." (McLuhan, 1964, p. 41) the impact of digital platforms that it has and will change the behaviour of people on what is the intended design with blurring boundary of how digital tools are used. Going on to the mass impact of virtual reality as a digital platform is bringing to light a concern of what is real or moreover the human experience with conciseness.

“What is real? How do you define 'real'? If you're talking about what you can feel, what you can smell, what you can taste and see, then 'real' is simply electrical signals interpreted by your brain.” (The Matrix, 1999, 0:40:14) This prompts inquiries of existence and reality as the digital evolution is producing more realistic content

and at a faster rate year by year the limit of perception opens to unobtained limits of design.

Figure 1. Guest Ian Cheng (Magelof, M. 2020)

An artist Ian Cheng (seen in Figure 1) who has pushed the digital limits of technology in order to examine the extremes of digital imaging and VR.

Figure 2. *Emissaries* (Cheng, I. 2017)

The use of a video game engine to create something that enables the predictions from scenarios of survival of war or climate change. Just using the on-board game engine AI of the digital platform can question the fundamentals of existence or even consciousness. Cheng puts the user as an onlooker using virtual reality as the objects and characters made in the engine interact with it surroundings. This shows that machines learning from the base of its surroundings in the digital space can create its own narrative with the creator planting the building blocks of its design. The digital world that has formed and the idea of digitalism being part of the culture living with computer technology and having digital platforms to create and develop designs is fast paced growing and evolving within a lifetime that the future holds an endless possibility of seeing unimaginable potential. There is a paradox as the digital reaching into the world of cybernetics poses a conflict between people and the digital world as Wieners *The Human Use of Human Being* states “the need for anthropologist and philosophers” (Wiener, N., p.182) this on the anticipation of worries has to do with power and control as the people create the digital and that the digital will create for the people seen threw more use of artificial intelligence.

The next keyword Axiology or the theory of value is a practical philosophy to study the value in nature. That being more in the general space of moral values, adopting different forms of realism about what values are. Axiology is an interesting word from its originating from Greek words “axios” meaning worth and “Logos” meaning science. Axiology being one of the philosophies for designers as it is a key part in the method in how designers work, in the formation of achieving a goal of the correlation between the design form and its meaning. For this a designer has to solve issues that arise to the functionality, reliability and the social demand of the usefulness of

the design and it consumer value upon society. Looking into philosophy of axiology by knowing value to look for into Plato in The Republic as defining of “good” being the definitive point of value. That the good will lead to a peaceful society and that the ethics of the value is going with the moral principal. For a standpoint of designers that the ethics of placing value on creation of the designs to the populus has to give a better outcome then what was started with as it has to bring a better quality to life, health and the community but as individuals and communities will have different placement of values. “rational people believe only what is belief worthy for someone in the circumstances, so they only what is value worth, what is deserving of being valued.” (Rescher. p.49) From this that the worth of something in functionality and purpose to everyday life gives a better value. The practical use of this theory being used can be seen every day on the road (see figure 3). As this proves the applicated use of a design that is valued in society in the uk being that of road signs. People have placed value and practical use of a communication and understanding. But not everyone will notice unless practising a discipline of driving will have a better form of functionality as it shortens a communication bound between design and consumer.

Figure 3. The Bold typeface (Macdiarmid, P., 2015)

The value placed is high for drivers as the key to communication is critical to the persons safety on the road and to pedestrians. From the ethics and moral standpoint of use of axiology the next part of aesthetic value in design for symmetry with the use of mathematics. This can be said “Everyday experience shows that the people’s aesthetic attitudes are affected by symmetry, which manifests in various forms” (Budimir, I, p.103) from this that symmetry is value more as a compliment to peoples satisfaction when design in that way that people will gravitate towards designs that aesthetically pleasing to the eye gives a greater preference to a wider audience.

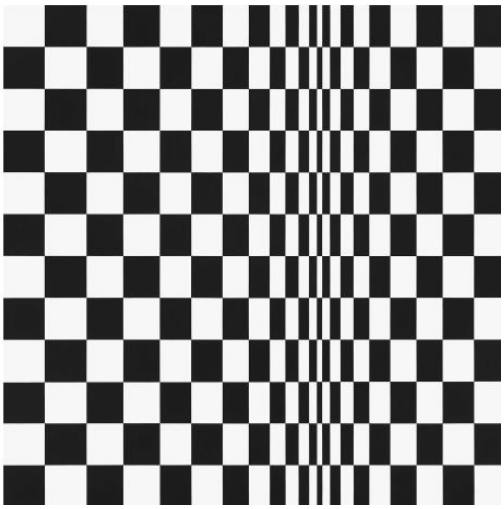

Figure 4. *Movement in Squares.* (Riley, B., 1961)

The artist Bridget Riley's work on symmetry providing value and the use of axiology that it brings simplicity; this provided a cultivated audience that enjoy her work with the use of harmonise shapes and symmetrical design that people value more of the work that falls in line with complimentary design.

"values are lived through. They are generated by and act within living experience." (Budimir et al, p.7) To discuss for the overall meaning of value as axiology being the theory of value that to know what is valued by people is their experiences in life that determines what an individual's value that being the music to movies or food and so forth. So, by axiology in a wide sense use of key values not just in design but in the human experience that develops, and changes throughout generations. That the key parts are value of the moral and ethics and by the design research when creating for the masses.

Last Keyword is dystopia which by meaning a state of extremely negative or frightening place where everything is as bad from society, government and business practises. It is also called cacotopia, which is anti-utopia for utopia is the opposite

which is all good things of a place and state of being. It is popularized more in the 20th century by video games as a genre from Cyberpunk 2077, Mirror's Edge, Horizon Zero Dawn and numerous others that follow the creativity of imaging a place where things have gone wrong, an unpleasant environment and/or corrupt society ideologies. To define dystopia as extreme ideas as a social norm or political system is gathering traction as in today's world seeing the end times and the panic and dissociation that can be placed on an individual the world is out of control that going to a piece of media that shows the extremes of a dark future pushes an worrying enjoyment and ask philosophical questions about humanity and the worlds ideologies. The real life equal to a dystopia idea is that of trauma being paranoia, depression, hallucinations and/or nightmares that relate to something that has not yet happened. As noted by Garald Farcas "A work of fiction depicting "a social 'elsewhere' that appears to be far worse than any in the 'real' world." (Fraca G, p. 77) this is the having relation of real-world counterpart that from an individual or group can be elevated of an extreme social issue that can be from a political ideology. So, from that idea a span of designs from within media created a view of extreme but real social issues, that following the cult-classic film "*V for Vendetta"* as this has the political extremes of a dystopian Britain in a totalitarian government. As Going with the authentic visuals as many media do with grim, dark and fictional reality placing the viewer in a scenario of overwhelming odds and feelings of conspiracy and doubt of survival within a fictional reality of distant futures. But not all dystopia drives from fiction as in reality the paranoia of artificial intelligence looms to the extreme ideas and foresight of what a dystopia future will lead to. There is a popularity amongst designers to depict and tell a vision of the future where things have gone wrong, to

look into this as a popular Japanese video game designer Hideo Kojima. (see Figure 5).

Figure 5. Kojima Productions founder and revert game designer Hideo Kojima. (Uchida, H.2024)

Kojima's Designs from his popular video game series Metal Gear Solid, Which by only its vision dystopian it follows the logic of what extremes of ethical implications of such endeavours of political government and social issues of information. Dystopia is the vision of many outlandish claims of politics and how the treatment of the world is going with major concerns on climate change. The show of extreme climate in the movie Snowpiercer and a radical extreme view that reflects society's worst attributes of classism. By dystopia from that film underlining that from fiction the use or real-world views to show the social moral and ethical between society. The use of fiction designed to illustrate on the bases of scientific projections of what the future with extreme weather events. It's the philosophical side of human obligation to change for the instants of dystopia being on topic of social norms seen in day-to-day life.

“Kojima’s fears of information warfare were dismissed as “Matrix”-inspired gibberish.” (Park, 2019) from the talking point of seeing dystopian fantasy becoming a reality, the truth that all the bad things that are happening was viewed threw a lens of extreme and do not reflect the evolution of an ongoing moral and/or ethical problems the world is facing. With that to use what has been told by designers and artist on the very subject that dystopia takes from the real world and applied it to the levels of fictional places, scenarios and timelines.

Figure 6. Death Stranding (IMDB, 2019)

For a depiction of dystopia (see figure 6) in Kojima’s video game “*Death Stranding”* that depicts a grim future of an extinction level event but not only that an article written by Sam Brooks “the best part, and the one that ends up underlining the game’s themes the most, the ‘social strand’ aspect.” (Brooks, 2019) from this that dystopia is more than the visual but the social narratives of society.

To conclude on the artist and designers from Digital artist Ian Cheng on there use of technology and a digital platform to convey the word digital by showing scenarios of humanity depicted by a digital program. Onto Axiology and how the value used in design to communicate of peoples value on symmetry in visual displays by having the artist Bridget Riley and here work movement in squares. Finally ending on Dystopia with the video game designer Hideo Kojima and his use of social commentary of information and depictions of extreme scenarios and fictional futures.

From the keywords chosen and how they differ from one another is there uses as digital relates to data and technology, Axiology relates to value and dystopia is the description of fiction or imaginary society that their connections threw ethics of humanity. Which by ethics being the combination of all three keywords its on how humanity has fears on each one and how the value of others can affect relations with society.

From what can be taking into areas of study is the fears of the future and how the perception of the now affects judgement. As for the question that will lead on to the research can graphic design relieve fears of the future? And to design on a practise of visual movement on a digital platform that can convey a simplistic demonstration of peoples worries of the future.

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Images:

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