

A creative method that combines pop art and modernity

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Abstract

Before discussing the creative method of combining pop art and modern design, we need to be clear about how we want to complete this project?

The first is the method to complete this project. I chose to focus on and combine the phenomenological methodology. Starting from the phenomenological methodology, I selected different papers for reference and analysis.

Phenomenological methodology is a research method that focuses on in-depth exploration of the nature of the subject based on sensory experience. Therefore, when selecting papers on phenomenological methodology for reference, I choose papers with more examples that are applied to research. The purpose is more to demonstrate the different sensory experiences that pop art brings to the audience, and through the differences between different examples, the reasons for the different sensory experiences can also be analyzed.

Either the creative process is different, or the creative environment is different. When applied to subject research, you can also combine different pop art works to analyze the sensory differences that pop art works bring to others, and analyze the source of this sensory difference. The use of different patterns and colors, combined, is a creative method that combines pop art and modern design.

Key words:Pop Art, Methodology, Phenomenology, Sensory Experience

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Introduction

Stages 1.Data collection method

1.1 Document Retrieval

Before conducting research on this topic, the first thing I determined was the data collection method for completing the topic, that is, searching the literature.

Unlike other data collection methods, directly searching for relevant literature makes the establishment of research directions quite intuitive. To this end, I also studied some papers related to literature search.

1.2 Literature search related papers

This paper establishes the advantages of literature search from its application in nursing settings.*(How to conduct an effective literature search,)*

"...

1.It helps to identify if the research question has previously been explored.

2.It helps the student to develop a research question, aim or hypothesis that is clear, focused and related to his or her topic of interest.

3.It uncovers all relevant knowledge and research methods related to the topic or research question.

..."

Another paper believes that “*They help researchers to understand a domain, to uncover gaps in research and develop an agenda for their research project, to justify research problems by showing their importance, to learn about the evolution of ideas, to identify the research methods and strategies that are common in an area, to identify authors who are active in a field, to synthesize existing research, and to overcome conflicts in the literature*” (*Standing on the Shoulders of Giants: Challenges and Recommendations of Literature Search in Information Systems Recommendations of Literature Search in Information Systems Research Research*)

Literature searches were viewed as a way of gathering information on a specific topic from different but related sources.

Regarding this way of collecting specific topics, two structured search methods have been summarized, the standard method and the network method. The standard

approach uses an inductive method where the reviewer is 'looking backwards' through databases, journals, abstracts and papers and forms a list of potentially pertinent material. The network method is where a recent paper is identified in one or more relevant journals.

1.3 Limitation

The limitations of the data collection method of literature retrieval can be summarized in 8 points.

1. There is no accurate search method
2. The number of publications is increasing rapidly, making accurate retrieval increasingly difficult.
3. Literature retrieval often differs from the retrieval goals, making it difficult to plan.
4. Online databases have different coverage and functions.
5. Publication quality and relevance are difficult to assess
6. *"The Retrieval and Storage of Research Literature is Often Messy and Time Consuming"*
7. *"It is Not Easy to Tell When a Literature Search is Finished"*
8. *"Search Results Often Differ, so Teamwork can be Challenging" (Standing on the Shoulders of Giants: Challenges and Recommendations of Literature Search in Information Systems Recommendations of Literature Search in Information Systems Resear Research)*

Stages 2. Phenomenology Essay

In this research project, the standard method of structured search was used to search for relevant papers, combined with the selection of keywords for online search.

Before the literature search, the research method of this topic was determined to be phenomenological methodology, and at the same time, the direction of the topic was determined to be related to Pop Art.

Combining these two points, the search keywords for related papers became pop art, sensory experience, creative techniques.

Before conducting research on this topic, I first conducted a study on

phenomenology methodology. Here I looked for a paper similar to the topic research for discussion and analysis.

When analyzing the arguments of the paper, use other papers to corroborate and support the arguments. This can ensure the accuracy of the opinions of the first paper. At the same time, this is also to expand the arguments of the first paper.

The paper researched using Phenomenology methodology is *The Influence and Significance of Contemporary Art Thought on Modernist Design* (31, May, 2023), This paper mainly discusses Richard Hamilton's definition of Pop Art. Through case analysis, the essence of Pop Art is clarified, that is, Pop Art is the product of commercial civilization.

At the same time, through the analysis of the works of well-known Pop artists, the commercial thinking that Pop art should have in the creation process is explained.

Using clothing design and interior design as examples, it explains the application of pop art in contemporary society, that is, applying today's social image to trendy products. In other words, this kind of feedback on commercial civilization is finally applied to the choice of graphic shapes, using the combination of graphics and shapes to create the "trends" and "thinking" advocated by young people in contemporary society.

This paper uses the Phenomenology methodology to analyze, starting with different examples of fashion clothing and interior design, to explore the sensory experience that pop art brings to people. At the same time, it also describes the creation process of these modern styles of design, all of which express or display various popular elements in life, allowing us to understand how these special senses are created, breaking traditions and pursuing their own unique understanding and contemporary people's emotions. This is also the design requirement of pop artists when creating.

2.1 Evidence

After completing the analysis of this paper, what is needed next is to support the arguments of this paper. To this end, I also selected three papers as evidence for this paper.

Evidence 1, *Research on the Application of Pop Art in Modern Architectural Form Design*. This paper shows the application of pop art in the field of architecture after combining it with modern design, and through the analysis of various buildings using pop art style, defines the characteristics of pop art as "commercialization", "popularization" and "dramatization". In the form of Phenomenology methodology, this paper helps us understand how to use strong color contrast, overlap, exaggeration, deformation, collage and other techniques to create a sense of absurdity for popular elements from the study of individual buildings.

Evidence 2, *Using Visual Culture to Put a Contemporary “Fizz” on the Study of Pop Art*, This paper briefly analyzes the sensory experience that pop art brings to people through Richard Hamilton's works, and combined with the development of pop art, defines pop art as an exploration of visual culture that emerged with the development of society. In the form of Phenomenology methodology, this paper helps us understand the essence of visual culture, "consumerism and its impact on society". At the same time, this paper also helps us analyze the sensory experience that Hamilton's works bring to people. This is not a static experience, but with the development of the times, Hamilton's works have gradually changed from works with irony to works that reflect the characteristics of the past era. The reason for this unique sensory experience comes from Hamilton's creative method, "using the most advanced social images of the 1950s at the time to judge consumer society in the form of collage, which is essentially using images of visual culture to criticize the values and beliefs of the viewer."

A limitation of the paper is that it does not detail the experiences of individual viewers.

Evidence 3, *An aesthetic investigation of modern landscape design in light of postmodernism: pop doctrine*, This paper summarizes the three major creative features of Pop Art that improve sensory experience: embodying distinct modernist characteristics and obvious commercial temperament, emphasizing the mutual influence and integration of commercial culture, and challenging traditional art and style. At the same time, it analyzes the creative methods of Pop Art from the

perspectives of creative techniques, artistic characteristics, and material application, and explains the essence of Pop Art's "anti-traditional", "anti-objective" and "anti-rational". In the form of Phenomenology methodology, this paper deeply explores how artworks evoke special sensory experiences of others. Such as the aesthetic attributes of the works, "commodification", "consumerization" and "popularization". At the same time, Phenomenology methodology also helps us improve our understanding of the creative process of unique sensory experience, such as subversive creative concepts, using patterns, colors and shapes to convey influential visual experiences, boldly choosing unique creative materials, deconstructing and reorganizing the symbolic elements in traditional art to overthrow traditional art, and inducing new meanings of symbolic elements. However, this understanding has not been further explained in detail.

2.2 Link to my project

1.The inevitability of combining pop art with modern design and the contemporaneity of pop art itself.Sensory experience is related to the times and social environment. Pop art itself reflects the popular elements, social environment and social status of the current society.

2.The way pop art evokes the sensory experience of others comes from its own aesthetic attributes, "commercialization", "consumerization" and "popularization". These three attributes represent the distinct modernist characteristics and obvious commercial temperament embodied in pop art, and also emphasize the mutual influence and integration between pop art and commercial culture.

3.The application of the combination of pop art and modern design in the main research paper and evidence 3. At the same time, the main research paper explains that pop art is the product of commercial civilization and pop art feeds back to commercial civilization.

2.3 Limitation

The first is the selection of research papers. Papers that are similar to the topic are found as support for arguments. The research direction they focus on is not necessarily related to the topic.

For example, “Using Visual Culture to Put a Contemporary “Fizz” on the Study of Pop Art.” This paper’s research direction focuses on how to expand the research methods of Pop Art. The theme we want to discuss this time is the creative method that combines pop art and modern design. Therefore, for the analysis of Evidence2, I mainly focused on the visual culture direction it talks about.

The same is true for Evidence3. Evidence3 did not combine the characteristics and aesthetic attributes of Pop Art with contemporary design. Therefore, I followed the methodology and focused the discussion on the creative characteristics of Pop Art when it completes sensory experience.

The second is the scope of application of this main research paper. This paper mainly uses examples and research directions in clothing design and interior design. If you just simply discuss the graphics and color applications of Pop Art, you cannot apply these application methods. Used directly in all art forms of pop art.

Finally, there is Richard Hamilton’s summary of Pop Art that is often mentioned in this study. Hamilton’s summary of Pop Art comes from the past time period. An important consideration for this study is to combine the content of the summary with The combination of sensory experiences triggered by Pop Art, then is the summary of sensory experience after this combination limited to the past? This may be a point that needs more evidence to support and expand upon.

Conclusion

How can the Pop Art creative thinking provided by phenomenological methodology be combined with modern design?

From a methodological point of view, we first understand that pop art conveys sensory experience to others, reflecting the social environment, social status and characteristics of the times.

Then, the methodology allows us to understand the essence of pop art, which is also the aesthetic attribute of pop art, "commercialization", "consumerization" and "popularization", which is actually the sensory experience that pop art brings to others. This sensory experience represents the mutual influence and integration of pop art and commercial civilization, which makes us add a necessary condition for the

creation of pop art. The symbols used by pop art to convey images must come from commercial civilization.

However, understanding this point is not enough to explain the creation process of pop art. After methodological analysis, what we finally see is the distinct personality of pop art when conveying sensory experience. Whether it is "anti-traditional", "anti-rational", "anti-objective" or "dramatic", they all express the same meaning, that is, using contrasting colors to disassemble, distort, reorganize or deconstruct popular elements. This is the necessary condition for achieving the sensory experience of pop art.

With the above analysis, the creative method of combining pop art with modern design is about to emerge, reflecting the social environment, social status, characteristics of the times, the choice of intentional symbols from commercial civilization, and the deconstruction of intentional symbols.

In terms of the choice of creative materials and forms, there is no need to stick to the choice of traditional art forms. Combining with high-tech society is the creative method that pop art should have in the contemporary era.

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