

DESIGN AND HERITAGE IN CREATIVE INDUSTRIES

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ABSTRACT

Creative industry involves the exploration of intellectual properties such as knowledge and tangible and intangible products, which have potential of generating economy. Therefore, design and heritage that makes-up the creative industry is believed to have great influence on the economy well being of businesses. In the light of this, this paper seeks the knowledge regarding design and heritage, areas where they have been widely used, and also the kind of brain needed to be a good creative people. Finally, the paper illustrates the involvement of creative industry in business world, using the tourism and hospitality business as the case study.

Keywords: Design, Heritage, Creative Industry.

1.0 INTRODUCTION

Design is a plan for arranging elements in such a way as to accomplish a particular purpose (Eames, 1989). It is an expression and manifestation of the purpose, which may (if it is good enough) later be judge as art. According to Archer (1973), design is that area of human experience, skill and knowledge which is concerned with a man's ability to mould his environment to suit his material and spiritual needs. It initiates change in man-made things (Jones, 1970), that is, it is essentially a rational, logical, sequential process intended to solve problems. Ralph & Wang (2009) also define design as a specification of an object or using a set of primitive components. A specification can be manifested as either a plan or a finished product while primitives are the elements from which the design object is composed.

The design process begins with the identification and analysis of a problem or need and proceeds through a structured sequence in which information is researched and ideas explored and evaluated until the optimum solution to the problem or need is derived. However, design is not a total process, the work of participants in the process is often compartmentalized, each having little inputs in matters which fell outside the boundaries of their specific expertise. Also, users want their own individuality, person style and personal self-image through what they use and purchase. Thus, design is not an activity solely for engineers and designers but is a shared activity between those who design artefacts, systems and environment, those who make them and those who use them.

A good well design product is said to be when the use of technology in production and integrating with aesthetical value is achieved. However the level of integration between technology and aesthetic values varies as illustrated in the figure below.

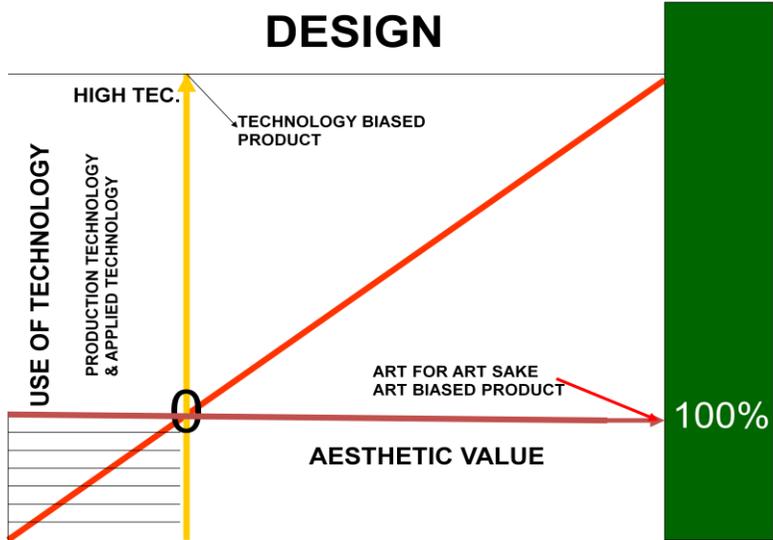


Figure 1. Illustration of Technology and Aesthetic Value varies accordingly depending on types of products.

Heritage is full range of our inherited traditions, monuments, objects and culture. Most important, it is the range of contemporary activities, meanings and behaviours that we draw from them. Heritage includes both tangible and intangible, in that, ideas and memories of songs, recipes, language, dances and many other elements of who are and how we identify ourselves are as important as historical buildings, traditional artefacts and archaeological sites.

Heritage is an essential part of the present we live in and the future we will build; is a contemporary activity with far-reaching effects. It can be the platform recognition, a medium for intercultural dialogue, a means of ethical reflection and the potential basis for local economic development. It is simultaneously local and particular, global and shared.

2.0 AREAS WHERE DESIGN HAS BEEN WIDELY USED

Science and Engineering: Science is the intellectual and practical activity encompassing the systematic study of the structure and behaviour of the physical and natural world through observation and experiment. While engineering is the science, skill and practical knowledge in order to design and also build structures, machines, devices, systems, materials and processes (Wikipedia, 2012). Therefore, design has been widely used in science and engineering for structural design, road design, electrical circuit, production plant, fluid design, mechanical design etc. However, designs used in science and engineering are problem solving biased, they lack aesthetic consideration which is very much a concern of visual pleasantness.

Social Science: This is concern with society and human behaviour (Malcolm, 1999). The predominant area design has been employed in social science is questionnaire design during the inception stage. The structure of how questions are constructed. However, the design used here is action plan and management biased.

Environmental Design: This involves addressing surrounding environmental parameters, when devising plans programs, policies building or products. It can also refer to the applied arts and sciences dealing with creating the human-designed environment (Wikipedia, 2012). Therefore, design is widely used here in building design, urban design, landscape design, interior design, product design, and textile and fashion design. Aesthetic, technology and science are equally important in environmental design.

Communication Design: This is a mixed discipline between design and information-development that is concerned with how media intermissions such as printed, craft, electronic media or presentations communicate with people (Wikipedia, 2012). Its approach is not only concerned with developing the message aside from the aesthetics in media, but also creates new

media channels to ensure the message reaches the target audience. Some of the areas in communication design where design is widely used are graphic design, multimedia, event design. Design here emphasis on aesthetics.

Tangible Products: This covers all visual value based products; architecture, landscape, consumer products, interior spaces and all visual communication products including multimedia production. Concept and philosophy is a determinant factor before any product is realized. Therefore appropriate knowledge is required in order to achieve a good result. Below is an illustration of components of knowledge required for designing.

COMPONENTS OF KNOWLEDGE FOR DESIGNING



Figure 2. Types of knowledge required for designing.

Heritage: This is a multifaceted area that examines the means by which society attributes specific aspects of the past with particular values (Graham, 2002). Therefore, design is used in this area for; management of artefacts and built environment with art and design values.

3.0 THE KIND OF BRAIN NEEDED TO BE A GOOD DESIGNER

Based on Ned Hermann’s theory, our brain is divided into four quadrants; left cerebral, left limbic, right cerebral and right limbic (Fig. 3). Left cerebral is meant for theorists, left limbic for organizers, right cerebral for innovators and right limbic for humanitarians.

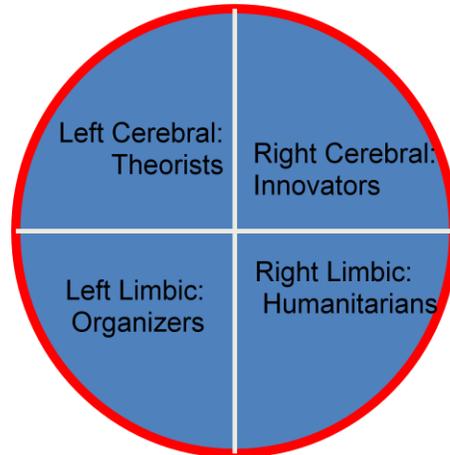


Figure 3: The four quadrants of brain based on Ned Hermann’s theory

Theorists are people who can adapt and integrate observations into complex and logically sound theories. Organizers are people with ability to rally together resources such as people, materials and funders to create more efficient process, smarter solutions and better business. An innovator is one with ability to introduce into reality something better than before (Wikipedia, 2012), while humanitarians are people with ethic of kindness. The characteristics of the four quadrants of brain are analyzed in Table 1 below.

Table 1: The characteristics of the four quadrants of brain (Aly, 2007)

Left Cerebral: Theorist	Left Limbic: Organizers	Right Cerebral: Innovators	Right Limbic: Humanitarians
<ul style="list-style-type: none"> • Realistic • Critical • Quantifies • Theorizing • Analyzes • Likes being challenged • Logical • Likes clarifying issues 	<ul style="list-style-type: none"> • Plans • Organises • Reliable • Gets things done • Establishes procedures • Likes sequencing, evaluating & practising • Likes structured 	<ul style="list-style-type: none"> • Infers • Imagines • Conceptualize & syntheses • Curious • Break rules • Speculates • Takes risks • Sees the big picture 	<ul style="list-style-type: none"> • Feels • Internalizes • Emotional • Expressive • Supportive • Sensitive to others • Getting groups to work well together • Likes working with people

<ul style="list-style-type: none"> • Struggles with vague, imprecise concept or ideas • Likes putting things together 	<p>agenda</p> <ul style="list-style-type: none"> • Detailed • Good at follow up • Struggles with risk • Struggles with ambiguity • Likes an orderly environment 	<ul style="list-style-type: none"> • Deals with the future • Create metaphors • Likes to experiment • Struggles with time management & deadlines • Struggles with administration & details 	<ul style="list-style-type: none"> • Struggles with lack of personal feedback • Likes coaching & counselling
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Someone who possesses a creative mind is a person that loves beautiful objects, love creating them and also gets upset by negative people and visual images that lack aesthetic consideration. Therefore, a balanced mind, using the four quadrants of brain, coupled with the universal values (Eco-centric) or '*tauhidic*' values makes a good designer.

CHARACTERISTICS OF A DESIGNER-

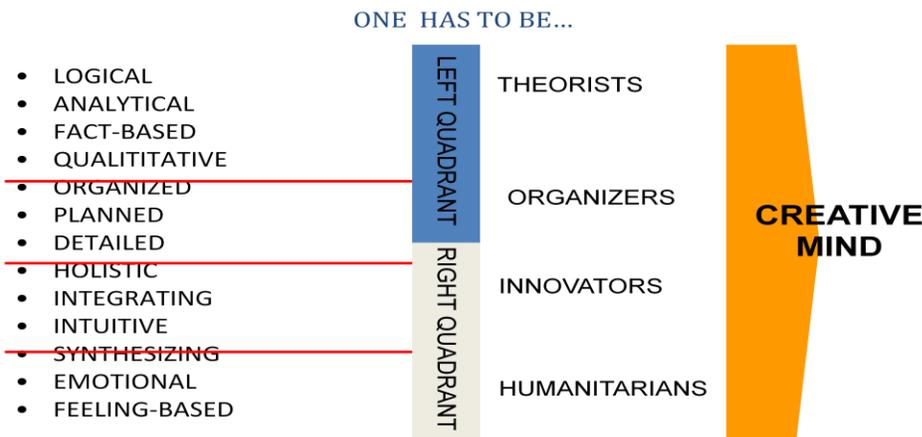


Figure 4. Attributes required as a designer.

4.0 CREATIVE INDUSTRY IN TOURISM AND HOSPITALITY BUSINESS

Creative industry refers to a range of economic activities, which are concerned with the generation, or exploration of knowledge and information (Wikipedia, 2012). They can also be referred to as cultural industry (Hesmondhalgh, 2002) or creative economy (Howkins, 2001). According to the definition coined in the UK in 1994, creative industry refers to the segment of the economy that is involved either directly or indirectly in the creation, manufacturing, production, broadcast and distribution of copyright protected materials (“Borneo Post Online”, 2010). However, despite being an emerging field of study, creative industries have already come to constitute an important sphere of practice representing an important sector of the economy.

Therefore, creative industries have been seen to become increasingly important to economy well-being; that is, human creativity is one of the ultimate economic resources (Florida, 2002). Also, the results of the surveys carried out by the World Intellectual Property Organisation (WIPO) in 2003 provided indisputable evidence that creative industries are indeed economically significant and are comparable to other high profiled sectors in terms of their contribution to income, employment and trade (“Borneo Post Online”, 2010). According to Landry & Bianchini (1995), the 21st century industries will depend greatly on the generation of knowledge through creativity and innovation.

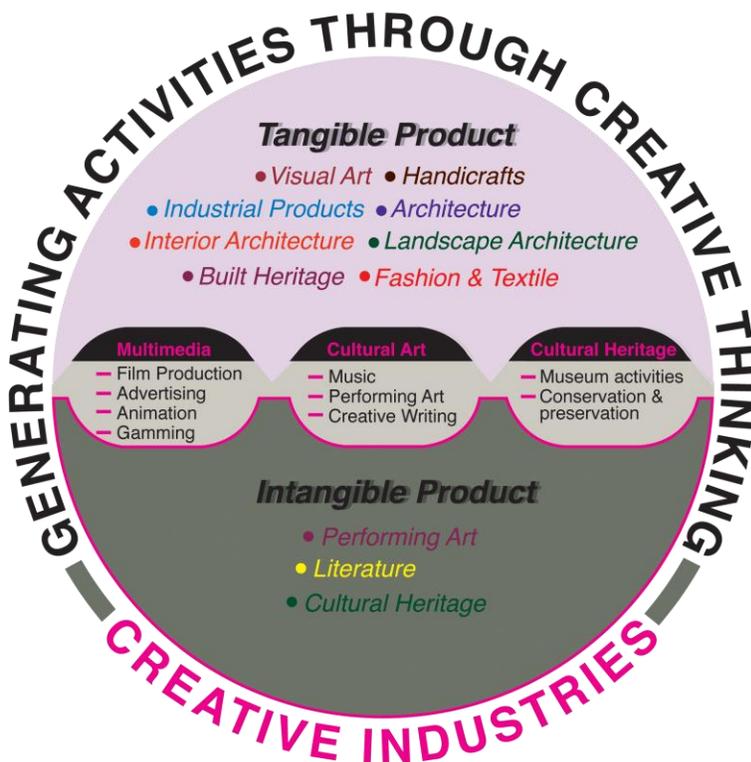


Figure 5. Mapping of Creative Industries.

Creative industries comprises advertising, architecture, art, craft, design, fashion, film, music, performing art, publishing, research and development, software, toys and games, TV and radio, and video games (Howkins, 2001). Also, DCMS¹ (2001) describes creative industries as those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through generation and exploration of intellectual property.

Tourism is the act of travelling for recreation, leisure, or business purpose. The term tourism and hospitality industry refers to a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, amusement parks, music venues, casinos, cruise line, cinema or theatre house etc.

Considering tourism and hospitality business; creative industries features in the business right from the conceptual stage to the operational stage, and also the steady running of the business (as illustrated in Fig. 6).

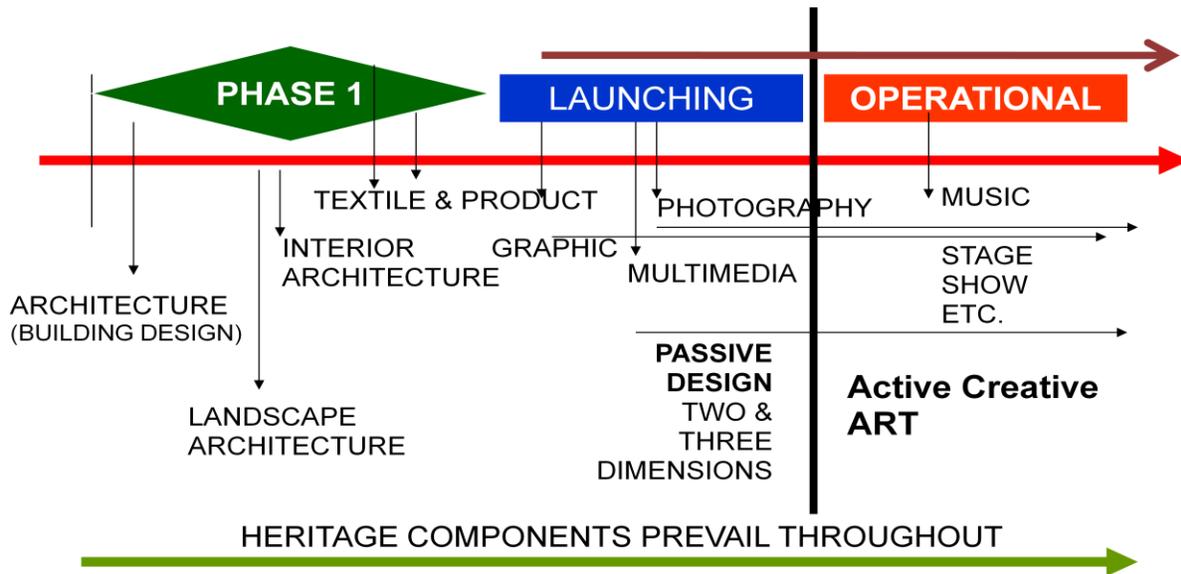


Figure 6: Illustrative diagram of creative industry in tourism and hospitality business

From Figure six above, tourism and hospitality business development is divided into three stages;

¹ Department of culture, media and support. London, UK.

Stage One (Phase One): This first stage includes the conceptual stage where the business idea is conceived and then developed. It also includes the building of design, construction of structure, landscaping, interior designing and also production of decorative products and textile. The creative professionals involved at this stage (phase 1) are architecture, landscape architecture, interior designers, textile designer and product designer.

Stage Two (Launching): the launching stage involves creating awareness and advertising the business prior to starting of operation. This is achieved by employing the service of some creative industries which include; graphics, photography, multimedia, etc to create awareness using passive designs in two and three dimensions features.

Stage three (Operational): This is the operation stage where the business kicks-off. The smooth running of the business lies on some creative industries that include the music, stage show etc. The involvement of creative industries at this stage gives the tourism and hospitality business an active creative art.

CONCLUSION

Creative industry is one of the key contributors in the tourism and hospitality business, right from the conceptual stage (phase 1) to the operational stage. From this, it can be concluded that design and heritage are among the many sectors in creative industries. This goes along with DCMS (2001) definition of creative industries, which says; “they are industries with individual creativity, skill and talent potential for wealth and job creation through generation and exploration of intellectual property. Thus creative industries that encompass design and heritage are relevant to the future economy.

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