Design DNA Approach for Defining "Styles"

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Abstract

Artists with a "style", can produce works with similar feelings; works of an experienced artist have shared values; there is an imprint; a repeating sensetion that could be observed, this is because they share a similar Design DNA (DDNA) with slight variations. Like our DNA defines us, the Design DNA (DDNA) defines an object's (or an artwork's) characteristics. New artists and designers however usually lack this common sensetion and feeling between their designs, they do not have a well defined DDNA for their style.

In design and art schools, no one teaches you your "style", i.e. there is usually not a course such as "Style 101: How to Develop Your Own Style", because "style" has been usually considered as "intangible", however, it is observed that style could be, "tangible". There are already people who can identify works as "this is Picasso", "this is Zaha Hadid"; they know how to read the "style". A drawback is that in most cases these people are reflecting in action, they do not have a well defined methodology.

Here, we are trying to come up with is a methodology to define this "Style", so that "Style" could be teached., therefore we come up with the DDNA concept. In a glimpse, the DDNA are consistent set of rules that defines a particular style. DDNA is composed of metadata that defines the "Style" of an artist in great detail, it could even be used to define the "Style" of Art Movements, Cultures etc.

The paper starts with the description of DDNA and follows with details on how to derive the DDNA from objects, cultures and artists, to create and recreate the DDNA, and how DDNA could be used to develop and identification of new styles. The paper concludes by demonstrating an "artificially" created artist with her unique style, which is essentially simulated by the computer; so even if the artist ceases to exist, the computer can carry the soul of the artist for creating new works, in the style of the artist, because computer has the (Generative Design DNA) GDDNA of the artist.

The DDNA is great as it could be used to teach how to develop "Style" in Arts and Design education, and it could be used in an industry to create products that have the "style" of an artist.