

I chose Hal Foster's 'Design and Crime'

I mainly used the Metadata method to analyze the contemporary design discussed by Foster. By analyzing the frequency analysis of high-frequency keywords, it is revealed that what Foster wants to discuss is the shift from the traditional distinction between functional objects and artistic expressions to a culture in which everything from objects to personal identity is "designed". He criticized the development of design, which has changed its nature and become commercialized under the influence of consumerism from its previous functionality, cultural attributes and artistic value.

I analyzed some high-frequency words, the first of which is "Design", which is repeated 45 times in the article. The author repeatedly repeats the high frequency of "design" because design is the key concept of this book, and Foster's focus is on the definition and changes of Design. The author repeatedly repeats "design". From this, I can see that the author wants to discuss that design seems to have been given a new meaning in modern society. He said, "Design in contemporary consumer culture and how economic "intermediation" has transformed designed objects from mere products to objects that can be "consumed and re-consumed." (Foster, 2011, p.21) This shows that design has been transformed from an independent aesthetic practice into a tool for widespread identity and brand recognition by consumer culture. The second word is "Commodity". It appears 10 times in the article. Commodity is the focus of Foster's criticism, especially when design loses its original cultural and artistic value in the process of commodification, such design becomes an appendage of capitalism and is no longer pure. This kind of design not only meets market demand under the capitalist system, but also changes people's understanding of design. The third word is "Consumption / Consumer" which is repeated 8 times in the article. The author repeatedly mentioned that Foster believes that design is no longer just a tool for aesthetic expression, but one of the means to stimulate consumer consumption. Design is no longer a unique cultural creation, but an expression of self-identity established through consumption. This alienation process reveals how design has gradually changed from satisfying personal or social needs to a consumer product driven by the market and brands. For consumers, design has changed from a work of art to a commodity.

By analyzing these keywords, Foster conveys the changes in design he discusses under consumerism, which is not what he expected: "Design" as a medium of cultural and social expression should be a pure expression of art. This view conflicts with the current state of consumerism. Design has lost its original cultural and artistic value. This analysis reveals Foster's profound critique of the commoditization and branding of design.

Referencing

Foster, H., 2011. *Design and Crime (And Other Diatribes)*. London: Verso. pp. 13–26.