

# THE ROLE OF SEMIOTICS IN DESIGN EDUCATION

*Doctoral Dissertation*

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## 10.4 THESIS PAPER IN ENGLISH

- a)* The development of design semiotics is a generative process that greatly depends on the understanding of the achievements and work of predecessors, as well as the integration of various semiotic theories. The transmission and further development of the methodology and concepts developed by predecessors is essential for achieving scientific results and innovative solutions in the discipline's development. The integration of different semiotic theories allows design semiotics to apply a broad and multidimensional approach to design analysis and design processes.
- b)* In the second half of the 20th century, the semantic turn was facilitated by the needs of the modern design mindset, which emphasized the importance of usage, function, technology, and meaning. As a result, semantic analysis and consideration of the interpretive context became increasingly important in the design process.
- c)* Designers generally take into account the intended object's meaning, however, the depth and structure of this semantic analysis are often incomplete and intuitive. As a result, in the design process, it is not always possible to fully uncover the semantic nuances of the intended object, and the design discourse may also be limited in terms of expression in this regard.
- d)* In design education, acquiring an optimal level of semiotic knowledge is crucial for a deeper understanding of the intended products and for designing a balance between practical and symbolic functions. Semiotics provides designers with the necessary tools to interpret the aspects of the designed objects that are necessary for their comprehension, enabling them to establish a balance between the symbolic meaning and practical usability of the product. A thorough semiotic approach allows designers to gain a deeper understanding of the design process and the product functions, which enables them to come up with creative and innovative solutions to design problems.
- e)* Semiotics provides designers with a stable conceptual framework and effective linguistic tools that assist them in analyzing, implementing, and professionally presenting the design process. The tools and techniques provided by semiotics enable designers to discuss design problems and the meaning of the designed product through a broad, well-defined, and systematic conceptual framework. The various methods and tools of semiotics promote the use of appropriate language to effectively communicate the meaning and function of the designed product. As a result, the use of semiotics assists designers in their work and promotes the development of creative and effective design solutions.