Philosophy Study, October 2017, Vol. 7, No. 10, 569-577
doi: 10.17265/2159-5313/2017.10.007

The Hierarchy Mode of Priority Value Orientation in Architectural Design

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With the development of society and the progress of the times, the category of architectural design continues to expand, and the connotation of architectural design continues to expand too. In order to find a balance between the subjective value system and the objective value system, an architect must have a value orientation based on his own values and construct a judgment mode that what kind of value orientation is the first choice for architectural design and how to guide and regulate the value orientation. Based on the concepts and principles of architectural design and value orientation, this study constructs a mode to solve the problem of priority value orientation in architectural design which is based on the analysis of the factors influencing architectural design.

Keywords: architectural Design, value Orientation, hierarchy

Marx's view of "two scales" in the *Economic and Philosophical Manuscripts of 1844* reveals the basic paradigm of human practice. "Human knew how to produce according to the scale of any species, and know how to apply the inner scale to the object everywhere" (1995, 46-47).[1] This sentence means that people have the ability to master all the laws of objective things and the ability to transform the objective things. This ability has universal applicability. At the same time, people have the "inner scale" to meet their own needs. The "inner scale" refers to the standard that people can put forward the scale according to their own purposes and needs, and it is one of the basic contents of the value, which is directly related to the value. With the development of human civilization, the development of human existence makes it possible for people to design and transform the "things in themselves" into "things for me" according to "inner scale." "For me" is the artifact, it shows the essence of the power of human, and design is one of the ways to show the essence of power.

In the history of the development of human civilization, building as a kind of artifacts, that period is more than a million years, and will continue to exist and develop. Architectural design is a kind of preplanning activity. It is the process of thinking "building." With the development of society and the progress of the times, the category and the connotation of architectural design continues to expand. In order to find a balance between the subjective value system and the objective value system, an architect must have a value orientation based on his own values and construct a judgment mode of what kind of value orientation is the first choice for the architectural design and how to guide and regulate the value orientation. Based on the concepts and principles

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This article is funded by: 1. Chen Changshu Philosophy of Technology Development Fund (201601); 2. Technology Ethics Study in the Perspective of Philosophical Hermeneutics, the National Social Science Fund of China (13BZX028).

of architectural design and value orientation, this study constructs a mode to solve the problem of the sort of priority value orientation in the architectural design, which based on the analysis of the different value factors which influenced the architectural design. That is the hierarchy mode of priority value orientation in the architectural design.

This study is divided into four chapters. The first chapter will explain the concepts of the architectural design and value orientation. The main contents include the definition of the architectural design, the factors which can influence the architectural design and the definition of the value orientation. The second chapter will introduce the current architectural design research under the background of philosophy, focus on the dilemma of "Anomie of value" in the architectural design, which is the need to build the mode of priority value orientation. At the same time, this chapter will provide the ultimate goal of the architectural design, that is, what is the best architectural design idea. The third chapter is the focal point of this study and it is also the difficult part, the hierarchy mode of priority value orientations in the architectural design will be built and analyzed in this chapter. The fourth chapter will explain the significances of the hierarchy mode of priority value orientations in the architectural design.

1. The Concepts of the Architectural Design and the Value Orientation

1.1. The Concept of the Architectural Design

Human civilization, by its very nature, originates from creation, and design is a creative act by its very nature. "Architectural design originated in the survival needs of human, from shelter from wind and rain to massive construction" (2015, 1).[2] Those all witnessed the transformation of human nature for the long and hard road. Architectural design is human's conscious and purposeful architectural practice before the event, is the embodiment of human's subjectivity and initiative. Architectural design is a symbol of human transformation of nature, but also a sign of human development and progress. During this process, human beings continually internalize external factors while externalizing internal factors. "The concept of the architectural design refers to: before the practice of the building, the designer in accordance with the architectural design task book and the requirements of the user, comply with certain design specifications, survey and forecast the possible problems in the process of the construction" (2013).[3] The designer also needs to prepare predefined solutions and express the whole process with the drawings and texts. It usually includes three parts: the program design, preliminary design, and construction design. The discussion of architectural design in this study is mainly focused on the program design. Architectural design concept has a generalized sense and a narrow sense.

(1) The concept of the generalized architectural design

The generalized architectural design refers to do all of the work about the design of a building, with the characteristics of universality and generalization. As a result of the development of science and technology, the results of science and technology are more and more used in architecture.

> The work of design often involves architecture, structure, water supply, drainage, heating engineering, air conditioning, electrical, gas, fire prevention and automation, control and management, architectural acoustics, architectural optics, architectural thermal engineering, engineering estimation, landscaping and other aspects of knowledge. (2016)[4]

It requires a variety of scientific and technical personnel in close collaboration.

(2) The concept of narrow architectural design

Narrow architectural design means the commonly meaning in the architectural design. It works within the scope of “architecture.” The problems to be solved include the reasonable arrangement of functions and use spaces inside buildings, the coordination of buildings and surroundings, various external conditions, the artistic effects of internal and external appearance, the construction of each detail, the construction and the coordination of technologies related to structures, buildings and equipment, and how to achieve these requirements with less material, less labor, less investment, and less time. Its ultimate goal is to make the building applicable, economical, strong and beautiful.

1.2. The Concept of Value Orientation Interpretation

If we use the Western “Scientism” and “Humanism” to explain the value orientation, then there will be two opposed concepts diametrically. “Scientism” holds the value orientation of “tool first” in the process of the architectural design, it is too high to see the role of technical means in the design process, and even see the use of tools as the decisive factor if the design can become optimal. The value orientation of “tool is harmful” in “Humanism” tends to regard technology and tools as slavery and the unfavorable factors of human beings. It separates designers, tools, and technologies, and it also opposes technology and tools. Now, these two views are too absolute and one-sided, they can’t guide the architectural design, because only adhering to the perfect purpose of “people-technology-natural” can avoid the above two value orientation design flaws.

Value orientation is a category in the philosophy of value. It refers to the basic value position in dealing with or dealing with various contradictions, conflicts, and relations. It has its own value attitude based on its own values. After the formation of value orientation, it lives in the subjective spirit of the subject of value for a long time, with the characteristics of stability. If the supporting conditions for the formation of value orientation do not have substantial changes which happen greatly, then the value orientation will not change the nature. If the value orientation is the scale of the standpoint of architectural design, it also should be the standpoint and the starting point of the architectural design.

2. The General Situation of the Architectural Design in the Background of Philosophy and the Dilemma of “Anomie of Value”

2.1. The General Situation of the Architectural Design in the Background of Philosophy

With the development of science and technology and the emergence of architectural phenomenology and architectural philosophy, architectural design is increasingly concerned by the philosophy of technology and engineering philosophy. Some of these views have important reference value for the development of architectural design and architectural value philosophy, and lead to new thinking. Such as Xianjue LIU’s book named *Modern Architectural Theory: Architecture Combined with the Natural Sciences of Humanities and the New Achievements in Science and Technology*, is mainly around the architectural philosophy and design methodology. It combined and researched the modern western architectural ideas and the design theory systematically. Through the classification and comparison of various theories in the field of modern western architecture, this paper makes a detailed introduction and analysis of the emergence and development of these theories and their functions on the practice of architectural creation, and provides a theoretical basis for the correct use of western advanced architectural and scientific methods. The particular reference value is that the full text can be closely integrated with western modern social and cultural context to measure and evaluate the overall outlook of modern architectural theory of the west accurately, but also can comb western modern

architectural philosophy and aesthetic theory and the practice of the architectural design so that people can grasp the latest Western design methods and dynamics effectively become possible.

The architectural design has diversified patterns, but there are some essential features commonly, for examples, creativity, adaptability, purpose, etc. These define the development direction of the architectural design. These can reflect the value orientation in the architectural design. We can use Dieter Rams 10 Principles of "Good Design" to show: innovative, practical, aesthetic, easy to understand, unobtrusive, honest, durable, thorough to the last detail, concerned with the environment, as little as possible. Professor Donald A. Norman, who is the founder of the American Society for Cognitive Science, divides the design stance into three layers: the visceral layer, the behavioral layer, and the reflective layer. These three layers are reflected in the architectural design, from the designers, construction workers, users of three different value orientation dimension to interpret the different levels of design position. Instinct layer is more about the user through their own value orientation of the building's dominant value form of evaluation, color, material, shape, etc. In a dominant position, it can give an immediate experience of intuitive oriented value. Concern is the fit degree of material category and value orientation of architecture. For example, some buildings, with unique color, the users "like it at first glance" (2004),[5] which is the design position of the instinct layer at work. In the behavior layer, the construction must master and use skills to solve problems, and from this dynamic process to obtain a sense of accomplishment and pleasure. Reflective layer is the highest level layer, when designers review the moment of their own building which has been built, the heart will have to do comparison to the previous architectural design to do a deeper level of emotion, awareness, understanding. Personal experience, cultural background and other intertwined formed for the aesthetic, positioning, personalized, humane, folk, environmental protection and other hidden values form the level of awareness.

In 1953, China had formulated the construction policy: "Applicable, economic, under the conditions of attention to beauty," then it played a huge role in guiding the construction work. In 1986, the Ministry of Construction formulated and issued the "Technology Policy of Chinese Architecture," it clearly pointed: "The architectural industry's main task is to implement the approach of applicable, safe, economic and aesthetic fully," it reflected the national conditions and the nature of architecture; it is not only the guideline of the architectural industry, but also the basic criteria for evaluating the architectural design. Based on the above ideas, in this study, the ultimate goal of the architectural design is: Take the national policy as the highest guidelines, take the applicability of building function as the first choice, take architectural technology that reflects the current and the highest standard and the best image as the important convictions, take the greatest degree of social requirements as the center of measure, reflect the perfect harmony of human, architectural and natural, that is the highest value of the design.

The ultimate goal of the architectural design is the tireless pursuit of designers and users, but also illustrates the trend of the development of the architectural design. But how can we embody this ultimate goal in architectural design? Value orientation has a definite direction to the architectural design, it is the primary factor to define if it is deviation or fit the ultimate goal of the architectural design. Therefore, the study of the architectural design is inseparable from the cognition of the value orientation. Locke's theory of "whiteboard" can be used to explain this relationship: the original state of the architectural design is just like the whiteboard without any marks, the designer's ideas and knowledge leave traces on the whiteboard, but the form of the trace on the whiteboard ultimately depends on the value orientation.

2.2. The Dilemma of "Anomie of Value" in the Architectural Design

In the position of the architectural design, the value orientation is the intrinsic basis for designers to build the value of judgments. When the designers face a variety of value orientations in conflict, the design will be in a state of confusion. "Anomie of value" means that because there is no norm or lose the norm, the understanding of proper norms is essentially different, the orientation of value thinking is not clear causing the abnormal state of values or not to know what to do with the state. On the architectural design standpoint, the universal design norms and their own value can't be one-to-one cognition, resulting in the design of the designer's value orientation of the priority confusion. Value orientation is the guide of design behavior. Once the lack of clear direction or specification is lost, the vacuum state of design value consciousness, the confusion tendency of design process and the bad sign of design result may be caused.

Dieter Rums' ten principles of design originally should have a guiding role in the value orientation of the architectural designers. However, the diversification of current social stratum, diversified ideas, rapid dissemination, the complexity of the subject, result in some of the designers of personal style, economic interests, external forms, artistic effects of the excessive attention to the value of the architectural design in some areas neglected. The strong impact of economic efficiency and market competition has caused some designers to self-resolve and weaken the value orientation of some architectural designs, and the priority of the value orientation of the architectural design needs to be reconstructed urgently. If the designer is the starting point of the value of the architectural design, then what value orientation should be the most important design basis for judging? The primary task of solving this problem is to classify and arrange the value orientation. Because there is no standard so the architectural design gets into a dilemma of blind undoubtedly, thus forming a phenomenon of "Anomie of value." The architectural design position should be in a reasonable, sustainable development of benign direction, and to establish the direction and purpose of this development, we must establish a set of identity, dominance, unity in one of the value orientations and hierarchy patterns. When the architectural design position is facing different value conflicts, it is necessary to make the value orientation of the sort, screening and trade-offs, adjust the contradiction between different value orientations to determine which value orientation is the "highest priority choice." And the diversity of values, the different directions, the different types, require us to research the classification and sort of the value orientation, that is, to explore the architectural design of the priority value orientation of the level of the construction of the hierarchy mode.

3. The Construction and Interpretation of the Hierarchy Mode of Priority Value Orientation in the Architectural Design

In the field of value philosophy, value sequencing is an emerging domain, its research value highlighted in a number of scholars in the study. Among them, Max Scheler became the founder of phenomenological value ethics by virtue of his theory of "four-level value style" (2013).[6] In Scheler's view, there is a special order in value, and there are high and low points, the value level according to the priority from low to high as follows: sensory value, life value, spiritual value, sacred value. "Scheler believes that these four values are innate and unchangeable, and the values what they formed constitute the same level, but because these four values can be widely used in different times of human social life, so the specific expression the law is diversified" (2004, 104).[7] In these four values, sensory value and life value are material. Physical layer of explicit value, subject to time and space constraints, their carrier is a specific body rather than the soul and spirit. Spiritual value and

sacred value are immaterial. They are the implicit values of imagery level. They are not limited by time and space, and can be presented in different minds and spirits. Therefore, Scheler's order of the value level can be seen as from the dominant to the recessive, from the physical to the image. In Scheler's view, one must seek the true meaning of life and the value of life only in accordance with the objective value of the innate order established by the direction of life. Similarly, the building design to have real meaning and life value, should also build the corresponding value priority level, to test its architectural design with the ultimate goal of the degree of fit.

The ultimate goal of the architectural design has been clearly defined above, that is, the national policy as the highest guidelines to the application of the scope of construction function as the first choice to reflect the current highest standards of architectural technology and building the best image of architectural security category, aesthetic category as important beliefs, with the greatest degree of social requirements fit the economic category as the center of trade-offs, reflecting the human, architectural, natural perfect harmony, and sustainable and both humanistic care of the highest value design. Based on Scheler's theory of value hierarchy and the ultimate goal of the architectural design, this paper argues that the value orientation of the architectural design can also be advanced in the face of the dilemma of "Anomie of value" in the architectural design. This makes it is necessary to construct the hierarchy mode of priority value orientation in the architectural design. In the mode, the architectural design embraces different categories of value orientation, according to the priority from high to low as the following order: environmental category, aesthetic category, economic category, security category, functional category, policy category. Architectural design is a highly policy-oriented and comprehensive content of a wide range of work, but also a strong artistic creation. Policy category is the most basic, the most necessary and the highest priority in architecture design. It is the prerequisite category of all explicit value and implicit value, and can't be classified by physics or imagery. Because the policy category is the primary and core of the architectural design, the pattern is more regular, clear and more consistent with Scheler's mode, so this study does not include the policy category into the mode visualization Fig. Except the policy category, the order of the five categories follows Scheler's order of hierarchy from the dominant to the implicit, from the physical to the image. It can be seen that each category of value orientation contains several different value factors, which are inseparable in the overall existence of the value orientation of the building in the various areas of equal status, separately described in order to make it more intuitive and clear to show.

3.1. Function (Applicable) Category

The function of architectural design is the first principle of the Ministry of the construction industry, is the appropriate to determine the construction area, providing a rational layout of the function, the necessary technical equipment, good facilities and insulation, insulation, sound insulation of the building space. The function (application) category in architectural design value orientation is the dominant physical value, including the appropriate area, rational distribution, technical equipment, good facilities, and other value factors.

3.2. Safety Category

"Security is an important principle in architectural design can't be ignored, there is no security, functional and aesthetic design of the building is out of the question" (2016).[8] The safety of a building includes the strong performance of the building structure, building fire and fire resistance design, the durability of buildings,

materials used in the health and environmental performance. Correspondingly, the value orientation of the safety value of building design includes solid structure, fire protection design, durability, environmental protection materials and other value factors, belonging to the dominant physical value.

3.3. Economic (Cost) Category

Economic costs are mainly due to economic and environmental benefits considerations, which include saving construction costs, reducing energy consumption, shortening the construction period and reducing the operation, maintenance, management costs. It is necessary to pay attention to the economic benefits of construction, but also pay attention to the construction of the social and environmental benefits. Correspondingly, the economic (cost) category of value orientation in architectural design contains the value factors such as cost saving, consumption reduction, shortening cycle and cost reduction, which belongs to the hidden image value.

3.4. Aesthetic Category

Aesthetic is the pursuit of higher level in architectural design, which means that building beauty and environmental beauty are the important contents of design in the premise of policy, application, safety, and economy. It requires the combination of internal and external space, architectural form, facade style, detail treatment and materials, colors, and other elements on the basis of building a good image of the building for people to create good working and living conditions. Correspondingly, the aesthetic category of value orientation in architectural design contains value factors such as space combination, architectural form, facade style, detail treatment, material, and color.

3.5. Environmental Category

"Man-Architecture-Nature is the eternal theme of architectural design" (2012).[9] Any building is not isolated, always exists in a certain environment, and participates in the composition of the environment system. Environmental category for the realization of architectural design plays a significant role in restricting. The environmental category in the value orientation of building design includes the value factors such as urban environment, natural environment, environmental protection, environment utilization, environment creation, and environmental sustainability.

4. The Significance of the Hierarchy Mode of Priority Value Orientation in Architectural Design

Architectural design is the manifestation of human survival behavior, and the exploration of the value orientation in the architectural design not only has the purpose of the designer's design behavior and the final design results, but also has the influences on directivity to the life and the way of life of human beings. The choice of the architectural design value orientation in the hierarchy mode of priority value orientation in the architectural design has a directive role, that is a systematic and universal applicability of the value system of the architectural design theory, not only can help the architects to explore new design method to solve problems in the design, but also can analyze the design concept of the building, the construction of this mode has practical significance to the design process.

4.1. Theoretical Significance—Enrich the Theory of the Architectural Design Value

Scheler's theory of "four-level value style" as the construction theory of the hierarchy of the preferential value orientation in the architectural design, is based on certain principles and rules, which classified the value category, and it is a relatively complete theoretical system. Similarly, the hierarchy of priority value orientation in the architectural design, based on Scheler's value hierarchy, reveals a holistic, integrated architectural design value structure that follows the perfect harmony of "man-architecture-nature." The value orientation of people's value orientation is classified and gradated and mapped to the architectural design. It is a value mode corresponding to the "four-level value style," not only inheriting the hierarchical structure of Scheler's value mode and hierarchical relationship, but also enriching the content of the architectural design. The hierarchical structure of the value orientation of the architectural design is set up in the hierarchy of the priority value orientation in the architectural design. It clarifies the content of each value orientation category and the relationship among the levels. It is a complete architectural design value system, which concentrates on the various architectural design values and focuses on them, then determines their position in the hierarchical mode one by one and explores the deeper relationship between them. It is systematic, inherited and innovative. It is the "innovation variant" of Scheler's value grade in architecture design field; it enriches the value theory system of the architecture design field.

4.2. Practical Significance—Analysis, Innovation, and Guide the Value Orientation of Architectural Design

Mendeleev prepared the periodic table of the elements left several "spaces," and these "spaces" need to be found yet to fill the elements. That is Mendeleev's new element of the existence and the nature of the theoretical prediction. Similarly, "spaces" also exist in the theoretical framework of the hierarchy of priority values in the architectural design: architectural technology, architectural environment, and other factors in the current conditions also have some value categories or value factors in the mode, by the large constraints of them, the designers can't fully realize the value of the design value by the existing design methods in the mode, or at a low level. Such as the economic (cost) category and the environmental category, with its new value for the relevant architectural design methods will be the tireless exploration of the design goals, these new design methods depend on the development of the new era of value orientations and value factors. The study and prediction of these "spaces" will help designers to explore new design methods. Using the hierarchy mode of priority value orientation in architectural design to analyze the buildings, we can clarify the level and extent of the value-oriented categories to help the designers to find the design priorities accurately and select the corresponding design methods. "Form follows function or function follows form?" That is a controversy in the field in the architectural design. Fundamentally, it is the value orientation priority issues. In the architectural design of the hierarchy of priority value orientation, the value orientation follows the principle of multi-level hierarchical progression, which clarifies the law, the form and the function of the opposition state can be digested. The hierarchy of priority value orientation in the architectural design identifies the various levels of value in the architectural design. As designers have different value orientation requirements for different buildings, the degree is equivalent to the value level satisfying quantity and strength. Therefore, it has great practical significance to analyze, innovate and guide the value orientation of the architectural design in the hierarchy mode of priority value orientation in architectural design.

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