

The Importance of Design Management to Modern Enterprises

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ABSTRACT. *Through the analysis of the concepts and functions of industrial design, modern design and design management, this article explains the important significance of modern design management to the survival and development of enterprises. At the same time, it discusses how to introduce the concepts and methods of modern design management in enterprises. How to use the various design resources of the enterprise reasonably and promote the revitalization of the enterprise.*

KEYWORDS: *Design, Management, Modern enterprise, Design management*

1. Introduction

“Good design means business success” is a popular saying in the West, which fully reflects that entrepreneurs there have realized the important role of design in enterprises. Today, especially with China’s entry into WTO, the design consciousness of enterprises has increased day by day [1]. All enterprises (especially large enterprises) have almost reached the same level in terms of technology, production, market, service, advertising and financial strategies, and new market competition areas. There is not much left, so the importance of design is highlighted.

2. The Position of Design in Enterprise Development

Design plays an important role in an enterprise. It affects the entire development of enterprise products and activities within the enterprise. Walter Gropius once said: The designer’s first responsibility is his owner, and the designer cannot provide revolutionary design solutions to the society before the society cannot accept it. [1] This shows that the first service object of the design is the enterprise. Without the help of enterprises and entrepreneurs, it is impossible for designers to turn their designs into products to achieve the purpose of serving society and the general public. Similarly, the responsibility of an enterprise is to produce products to meet the needs of the majority of users. If the enterprise does not have a good design, it will not be possible to produce products that meet the needs of the people, let alone good works. Therefore, the success or failure of design greatly affects the fate of the enterprise, and also determines the total output value and development of the society [2].

2.1 Design is the Bridge between the Company and the Market, and an Important Means for the Company to Establish a Complete Visual Image

The purpose of business is to get market, increase profits and create value, and design is the most convenient, the most characteristic of tools in the market, it gives the product with good function and image, the production, technology and consumer closely linked together. Enterprises to emerge in the market competition, it must establish a distinctive image, in the business activities of enterprises, the design is the key to establish a corporate image. Design for control is one of the important contribution to the enterprise all aspects of the visual image, create enterprise recognition characteristics, the value of the enterprise visualize.

2.2 Design is an Effective Means for Enterprises to Compete in the Market and Improve Efficiency

One of the goals of the design is to ensure the interests of the enterprise from many aspects and improve the competitiveness of products. Today, as major companies have basically reached similar levels in production, marketing, and sales, they will compete in the next stage. The focus is on design. The characteristics of the design require that the designer, in addition to starting research from the user, must also analyze and synthesize the product's function, shape, and existing manufacturing technology, and study the relationship between the functions to eliminate unnecessary Function, strengthen the necessary functions, and give it a suitable product shape, thereby improving the efficiency of the product, and also enhancing the aesthetic value of the product. It can be said that the design of all companies is an effective means of value-added. The level of design determines the value of the product to a large extent. There are a lot of clothing exports in my country, but the price is very low [3]. A very important reason is that there is no such thing as Design masters like Pierre Cardin lack “design” as an effective value-added method. The American design master Raymond Lowe’s trademark for Coca-Cola Company has made the company billions of dollars in wealth. Therefore, we say that a good design will not only enable companies to build a good reputation among consumers, but also give companies Bring a series of powerful chain reactions, such as enhancing the company's image and attracting outstanding talents. So that the operation of the enterprise is in a virtuous circle [3].

2.3 Design Speeds Up the Development of New Materials and New Technologies for Enterprises

From the history of design, design encourages the exploration of new materials from the very beginning, and it is the forefront of the application of new materials. Because designers have the courage to put forward public demand for new functions, they also put forward development requirements for new technologies and new materials. Without the imagination of Da Vinci and others for airplanes, there would

be no experiments by the wright brothers. Dissatisfaction with the electron tube means no development of the transistor [2].

2.4 The Design Strengthens the Connection between the Various Departments of the Enterprise

The product design process is related to the work of various departments within the enterprise. This is the design that determines the product strategy while strengthening the connection between various enterprises and various production departments and promoting their cooperation. At the same time, the design is also in the entire production process of the enterprise, like a red thread, runs through the various activities of the enterprise. It is in contact with the technical department, because of the economic department; it is in contact with the production department and the sales department. Department contacts. As a result, the design strengthens the horizontal integration between corporate departments and enables the organizational form of the enterprise to fully function [4].

However, the role of design itself must depend on its integration with corporate strategy and corporate operations to encourage the management of internal and external creative resources. Design management is the product of this integration. It is in today's corporate operations. And play an increasingly important role in development.

3. The Necessity of Design Management for Enterprise Development

With the rapid advancement of science and technology and the increasing improvement of people's living standards, people have higher requirements for design, and the breadth and depth of design have made it difficult to complete design by personal power. It must rely on various professionals work together [4]. As Sony said when evaluating their products: "Products are the crystallization of collective wisdom. Since design activities are a group action, if the design achieves the greatest effect, it must be effectively managed. British design management experts pointed out : In the business activities of a company or enterprise, design is an indispensable component. But in the entire business strategy of the company or enterprise, it is only a part of the strategy, so it must be effectively managed like other business activities. Without this point, design may fail." The nature of modern design determines the necessity of design management. In industrialized countries in Europe and the United States, design management has been placed in the same important position as corporate management [4]. At present, most design schools in the United States and the United Kingdom offer design management disciplines to cultivate professionals in this area. Some design schools in China have also set up design management courses, which will benefit the overall development of Chinese design and the improvement of design standards. So that the enterprise enters a state of virtuous circle.

Design management is design reference and the use of the theory and method of management to supervise and control the design itself. It is in the implementation of

management in design category. Design management is the enterprise of all kinds of design activities, including product design, environmental design, visual design of rationalization, organized, make these three areas into an organic whole, creating competitive products and corporate image [5].

As an emerging cross discipline from its basic contents, design management includes the management and the design of the functional management. Design management include: establish an effective design management organization, manage the designer education to establish a complete enterprise identification system. The implementation of design management is beneficial to the overall shape of enterprise culture, it can be used to control the design activities of the enterprise, comprehensively and correctly reflect the enterprise spirit of design [5]. And the design of the functional management includes: design transaction management, design personnel and the management of the design team, design project management. It ensures that the enterprise has a well-functioning design department, as companies think tank, the design of the design of the implementation of specific tasks.

4. Recommendations for Design Management Principles

For managers, the most important thing is to provide designers with an environment and conditions that are conducive to the production of excellent design ideas, and continue to guide the design during the design process to deepen and sublimate the design, and ultimately become an excellent design. So as to better benefit the public and serve enterprises [5]. However, due to different factors such as business content, business scope, and cultural background of each enterprise and company, the methods and focus of design management are also different. In view of the general phenomenon reflected in the current design market, I propose the following suggestions for reference based on the characteristics of the design management discipline.

4.1 Managers Should Correctly Recognize and Understand Design Conceptually

Design is a process of solving the problem, it is a quality assurance system, quality priority is a key to the success of the design, quality first idea must be to be implemented throughout the design process and reflect [6]. Any understanding of design is not the correct understanding and could lead to design the direction of the deviation and management chaos, can be designed to bring some benefits to the enterprise, at the same time also can make enterprises have a certain risk. Therefore, as a manager must be based on the resources of the enterprise itself gradually introducing the design strength, management content and features, all blind, rapid approach of design and design for will lead to the failure of the design [6].

4.2 In Design Management, We Must Follow the Principle of Creating and Optimizing the Design Environment

Whether it is the highest decision-maker of the enterprise or the engineering designers, styling designers and other personnel of the enterprise involved in the design, the fundamental purpose is the excellent design of product development, coordinated actions, teamwork, communication, good cooperation and communication interface and powerful Implementation measures to ensure the completion of the design facts and creative ideas. Enterprises should establish a reasonable and orderly design organization, including those who have excellent design innovation capabilities, as well as good organization and coordination capabilities and design management capabilities [6].

5. Summary

Design management involves all aspects of the enterprise. Existing experience and theories are always relative. Generally speaking, excellent companies have their own design management standards. Some of these standards and principles are common, some are organic creations of individuality. It is applicable here and now, and maybe not applicable then and where. Therefore, in order to design the ultimate goal of success, it should be said that it is fundamental to establish the company's own standards and principles based on its own characteristics.

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