

# Design Management

Hongyi Li

Geely University of China, Chengdu Sichuan 102202)

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**Abstract:** With the continuous development of my country's economy, politics and culture, my country's design management has become a discipline that has gradually received attention in the domestic design circle, and it has been born in response to the development of the times and the development of corporate management. Excellent design management can improve the design level and sales ability of a company. Design management in China is still in its infancy. It is necessary to research and discuss the content of design management. This article explains the basic framework and basic content of design management, and hopes to analyze the subject of design management more comprehensively and profoundly in this process.

**Keywords:** Design management; Framework; Content

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## 1. Chapter One Introduction

### 1.1 Background and significance of topic selection

#### 1.1.1 Background of topic selection research

In recent years, with the continuous development of my country's economy, design management has become a discipline that has gradually received attention in the domestic design circle, and it has been born in response to the development of the times and the development of corporate management. The Chinese design industry is facing rapid development. Good design cannot be separated from good design management. Design management research is to study how to produce excellent products that adapt to the market and adapt to the enterprise. At the same time, it is also a bridge between enterprises, designers and consumers. Good design management allows designers to exert their creativity and make products acceptable to users. Only with good design management can a company be better. Operating companies. With the continuous improvement of people's material conditions, people not only pay attention to the quality of products when they consume, but also pay attention to the brand management and brand story behind the products. Therefore, good design management is also an essential part of operating a company or brand. A good market, successful products, effective design management, and a good reputation are the keys to the large sales volume of the product.

#### 1.1.2 Significance of topic selection research

As China's international status continues to rise, after China's accession to TWO, more and more domestic companies are in line with international standards, and Chinese products have begun to circulate in the international market, but their current international status and sales are still weak. Chinese companies still have a lot to improve in design management, especially in the Chinese design industry. China's craftsmanship and traditional culture are world-renowned, and the company's production technology is excellent, but because the company's design and design management system needs to be improved, it does not occupy a leading position in the world. Therefore, many companies pay more and more attention to design management. Good design management can increase the vitality and vitality of the company and increase sales. Therefore, design management is very important to the success of the company.

This paper hopes that through the analysis of design management, it will have a certain reference significance for improving the design management and operation of enterprises.

## 2. Chapter 2 Overview of Design Management

### 2.1 Definition and scope of design management

The definition and scope of design management are extremely flexible. As design pays more and more attention to enterprises, the scope of design management becomes wider and wider, and the content of design management continues to develop and improve.

#### 2.1.1 Definition of design management

The definition of the design concept is written in the Japanese "Design Management": "Design management is to make the design department's activities more efficient, and to systematically, organize, and institutionalize the design department's business management. "This definition focuses on the design project management of the internal design organization of the enterprise, and mainly elaborates the design department's control methods for design quality, cost, and design schedule.

#### 2.1.2 Scope of design management

According to the definition of design management, the scope of design management can be divided into several categories.

In 1984, the scope of design management was divided into two basic levels. One is the lower level is "design project management",

and the second is the higher level is “enterprise design management”.[1]

In 1989, design management was divided into three management levels: First, design project management at the operational level. The second is the design of organizational management at the tactical level, and the third is the management of corporate innovation at the strategic level.

Therefore, this shows that at different times, design management is divided into different levels, and the scope and content of design management are different.

## 2.2 Development history of design management

Design management was originally a branch developed by modern management science.

The modern management discipline was first established at the end of the 19th century and the beginning of the 20th century. It appeared in the period of rapid capitalist expansion and played a role in promoting the development of capitalist society. The continuous development of social economy requires more and better products. The requirements have also been continuously improved, and some outstanding designers and design works have been achieved in the history of industrial design.

Until now, countries all over the world have paid more and more attention to the importance of design management, and more universities are willing to offer design management courses. At the same time, enterprises also attach importance to the training of design management talents.

## 2.3 Contents of design management

The main contents of design management include: design decision-making, design organization, and design project management.

### 2.3.1 Design decision

Decision-making is to choose one of two or more alternatives. At the same time, design decision-making can be divided into broad sense and narrow sense. In a narrow sense, a decision is a decision made in several behavioral policies. In a broad sense, a decision also includes All activities that must be done before making a choice. With the continuous development of design management, decision-making refers more and more to the organization’s choice of the most optimal one among many solutions in order to achieve a certain goal, purpose or attempt.

### 2.3.2 Design organization

The purpose of design organization is to complete design tasks in an orderly and efficient manner. Therefore, an organization is needed to guide and plan the design. Generally, it can be divided into enterprise organizational structure and independent organizational structure.

Enterprise organization: The general purpose of the enterprise is to provide income for employees, realize profits for owners, provide services for customers, and satisfy everyone. Different levels have different tasks. In an enterprise, there is still a relationship between superiors and subordinates, powers and authorizations. As the company continues to expand, the organizational structure will become more and more complex, resulting in the integration of various departments in some enterprises. The transformation is not ideal, and there are relatively big problems in communication with each other. Therefore, we can only strengthen the degree of supervision between various departments, strengthen the degree of integration between various departments of the enterprise, and improve production efficiency. The disadvantage of this is that it will form a complex interpersonal environment, and it is difficult to uniformly command. [2]

## Summary

This article has done a certain research on the basic content of design management. In the process of research, I personally think that companies can strengthen design management in the following aspects.

(1) Strengthen corporate image management, promote corporate integration in design, enhance corporate cultural concepts, enhance corporate image in the public, and strive to create a positive, harmonious and stable corporate image, and it is also conducive to promoting corporate internal Integration of design management system.

(2) Establish a reasonable design management and design mechanism, strengthen the design and research capabilities of the enterprise, strengthen the competitiveness of the market, clarify the connections between the management departments, and complete the design tasks by setting up appropriate mechanisms and design organizations.

(3) Clarify the role of design in an enterprise. Companies usually use design as a means to increase the value of products. Therefore, it is necessary to clarify the role of product design in the enterprise and the conditions under which it is restricted, and analyze the types of these restrictive factors and how they operate in time .

The knowledge of this article has done a preliminary research on the relevant knowledge of design management, so there is still need for improvement and research here, hoping to analyze the domestic and foreign cases of design management, and find out the cases that can be used in our country for analysis.

## References:

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## About the author:

Hongyi Li, date of birth:1995.07.04, sex:female nation:Han, the place of one’s birth or origin:Suining, Sichuan record of formal schooling:Master professional ranks and titles:teaching assistant, research area:Environmental Art Design