Design Management Strategy of Design Companies—Connotation and Implementation

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Abstract
With the rapid development of the times, the connotation and extension of design are constantly changing. How to achieve commercial success through effective design and management, and remain invincible in the fierce market competition is a major problem facing design companies. Combining the background and connotation of design management, this article explains the specific behaviors of modern design companies in implementing design management strategies to integrate various resources at all levels within the company, in a way to improve the development efficiency and competitiveness of the design company.

Keywords
design management; connotation; procedure; quality; intellectual property

Introduction

International exchanges are becoming more frequent and market competition fiercer. The design industry is entering a new growth period. The emergence of design management strategy has become a product of the times and development of enterprises. Management can also promote closer links between design, production, and marketing.

An Overview of Design Management

British design master Dorothy Goslett wrote “Design Professional Practice” based on his own design practice over the years. This is the world’s first monograph on the management of design activities in a more systematic manner. MIchael FarrzaI wrote the book “Design Management”, making “Design Management” (Design Management) a systematic and emerging discipline. The so-called design refers to the process of visually conveying a method of planning, planning, envisioning, and

problem solving. Its core content includes three aspects, namely: the plan, the formation of the idea, the way of visual communication; the specific application after the plan is communicated. Management, on the other hand, is an activity process composed of elements such as planning, organization, command, coordination, and control. Its basic functions include decision-making, leadership, and regulation. It is a comprehensive management obligation, excellent insights, and customer-oriented the central, process, and measurement rules are methods that put customers first and use facts and data to solve problems. Regardless of the implantation of management in the discipline of design, he prefers management; or the implantation of design management in the discipline of management, he is inclined to design, and what we have to tell us in the end is how to design and how to create a design work. And innovation, how to connect a product from production to design to sales, how to understand relevant legal knowledge, how to coordinate the consistency of design and market, product and consumption, and so on. Therefore, there is an artistic and scientific nature that cannot be ignored. Design management is like directing an orchestra. In this team, each member plays different notes. Under the leadership of the conductor, these different notes can synthesize beautiful music. The design manager is the conductor of the orchestra. Finally, each member can complete the work and achieve the ultimate goal. Design management is also considered to be a way to make design easier and more enjoyable. To make the purpose of design research clear, with both directionality and freedom, it needs a variety of commonalities and differences. But relatively concentrated information. The main responsibility of design management is to establish and cultivate a team composed of internal and external members of the organization. In the team, members can interactively improve each other's design level, collide and stimulate creativity, which fully meets the core requirements of art design, Make the design look relaxed and happy.

The Context of the Design Management Strategy

With the in-depth development of the market economy and the continuous growth of the design industry, design has now entered an era of team innovation. Teamwork is a concept that involves all aspects of business operations and industrial competition and is the organizational reason for the continuous innovation flow. How to realize the integrated connection between the various functional departments of the enterprise and realize the optimal allocation of enterprise resources in the enterprise is related to how to solve the problem of the relationship between design and management. Design and management are the two most frequently used in modern economic life. These words are all part of the business strategy of a company. Design management has developed into a new concept, a new discipline, with specific content and laws, and as a weapon for companies to improve efficiency and develop new products, it has been increasingly received by the business community, design community, and economics community. Attention. As for the domestic research on this subject, it has only just begun in recent years. Regarding the definition of design management, many people have had different understandings of design management from different angles.

To sum up, we can make a general understanding of design management: design management is a multi-dimensional management procedure that guides the overall cultural image of an enterprise. Design management is the realization of corporate development strategies and business ideological plans, and a highly unified carrier of visual image and technology. Taking development and design as the leader, correctly adjust the various resources and organizational structures of the enterprise, and create more and more concrete forms of its own expression, thus gradually forming the unique operating system of the enterprise.

The Connotation of Design Management

Management is first of all the management of personnel, funds, and materials. The essence of management is human-centered coordination. Its purpose is to integrate all internal resources of the enterprise to achieve a common goal. The starting point of design management is to improve the efficiency of product design and development. Design management is not only the need of design, but also the need of management. Management is originally a kind of culture, which both originates from culture and creates culture. Management studies how to integrate various levels, coordinate the resources and activities required for design, and manage a series of design strategies and social activities to find the most suitable solutions to achieve the goals of the enterprise and create effective products. This mechanism includes production management, product innovation management, sales management, financial management, and so on. Design management is a way to make design easier. In order to maximize the benefits of available resources, design managers must grasp various environmental factors that may distract people, and eliminate those that may come from technology and organization. Internal interference source. Due to its limitations, the design itself cannot be integrated in the middle, because corporate image (external and internal), product image, service image, etc. are all very important resources. Design may be able to do a good job in every link in the middle. But what is needed now is to unify the design management between the operational level and the strategic level-integrating various design resources of the enterprise. The integration does not seem to meet the requirements of the enterprise. We need to innovate and change more-from the integration method to the design management strategy in order to obtain sustainable competitiveness. This is the contribution of design management to the strategic resources of the design enterprise. The essence of the design management discipline is to avoid the lack of systematic, scientific and effective organization and management of the overall design process, resulting in blind, inefficient designs and inanimate products, thus wasting a lot of time and valuable resources. At the same time, if the design lacks systematic management, the designer's ideological and intent cannot be fully implemented. On the other hand, as an emerging discipline, design management has its own characteristics and laws, and is increasingly closely related to production, marketing and other behaviors, playing an increasingly important role in modern economic production. Therefore, commercial design and auxiliary design management for the promotion of these products will inev-

itably become one of the important contents of the modern design education system. An enterprise exists as a complete system, it is an organic whole, and the various subsystems in the system are inextricably linked. As a manager of an enterprise, it is necessary to coordinate various internal departments in order to maximize the effectiveness of the enterprise. The design manager plays the role of coordinating various departments within the enterprise, making reasonable arrangements for the enterprise's human, material, equipment, capital and other resources, and effectively using them to achieve the expected goal.

The Implementation the Design Management Strategy

Management of Design Goals

The design must have clear goals. The design goal is the expected results of various design activities organized by the design department of the enterprise according to the requirements of the design strategy. The design department of the enterprise should formulate the short-term design goals according to the short-term business goals of the enterprise. In addition to strategic target requirements, it also includes specific development projects and design quantities, quality targets, profit targets, etc. As a specific design activity or design case, corresponding specific goals should also be formulated, and the design positioning, competition goals, target market, etc. should be clarified. The purpose of design management is to make the design fit the company's goals, fit the market forecast, and confirm that the product can be designed and produced at the correct time and occasion. With the growth of modern enterprises, whether at the micro product design level or the macro corporate management level, the existing design management goals need to be re-established to promote a more systematic, refined and sustainable design management model update for design companies.

Management of Design Procedure

Design process management is also called design process management. Its purpose is to effectively supervise and control the design implementation process, ensure the progress of the design, and coordinate product development and the relationship between all parties. Due to different factors such as the nature and scale of the enterprise, the nature and type of products, the technology used, the target market, the required capital, and the time requirements, the design process is also different. There are various different formulations, but they are more or less. The land is summarized into several stages. In the process of design management, modern design companies should effectively absorb and internalize external resources, and lead the design process of the company with design behavior and logic, so as to avoid the insufficiency of the company's own R&D capabilities and reduce R&D costs. Regardless of how the stages are divided, a detailed explanation should be made

according to the actual situation of the enterprise, and different design procedure management should be implemented according to the specific situation.

Management of Design quality

Design quality management is to enable the proposed design plan to achieve the expected goal and achieve the quality required by the design in the production stage. Design quality management can ensure that the designed products meet the needs of society and the market, analyze, process and judge the entire technical operation process of the design, and can timely correct various potential problems that occur. Quality management in the design phase needs to rely on clear design procedures and evaluation at each stage of the design process. The inspection and evaluation at each stage not only has the effect of supervision and control, but also the discussion during the period can also play a role of brainstorming, which is conducive to the assurance and improvement of design quality. The management after the design results are transferred to production is essential to ensure the realization of the design. In the production process, the design department should work closely with the production department to supervise the production process and the final product through a certain method, so as to comprehensively and enhance the added value and core competitiveness of the product.

Management of Intellectual Property

The value of intellectual property in the era of knowledge economy has special significance for the management of modern design enterprises. The so-called “intellectual property management” refers to the multi-integrated system engineering of enterprise intellectual property strategy formulation, process monitoring, personnel training, application implementation, etc. It is a matter of widespread concern in the design business community all over the world. Intellectual property management is not only related to the creation, protection and use of intellectual property together constitute the main content of my country’s intellectual property system and its operation, and it also runs through all links of intellectual property creation, protection and use. In the process of informatization and globalization, on the one hand, the awareness of intellectual property protection is becoming stronger and stronger, and the formulation and application of the system is also becoming more and more perfect. But on the other hand, intentional or unintentional embezzlement and imitation in real life are very serious. Therefore, companies should have dedicated personnel responsible for intellectual property management. For design workers, the first thing to do is to ensure the creativity of the design and avoid imitating, similar or even infringing others’ patents. There should be a dedicated person responsible for the collection of information and materials, and review at a certain stage of the design. After the design is completed, patents should be applied for in time to protect the design patent rights and implement them in every department, every employee and every specific work of the entire design enterprise, so as to truly improve the efficiency of the operation and use

of intellectual property rights of modern design enterprises.

Conclusion

With new changes in the connotation and extension of design, design is not only integrated with products, but also gradually merged with management naturally. In modern design corporate strategy, no matter whether it is understood with design as the background or management as the background, the basic connotation of design management has gradually become consistent: the basic starting point of design management is to improve the efficiency of product development and design. Integrate and coordinate the resources required for design at all levels, and manage a series of design strategies and design activities, and seek the most appropriate solutions, so that design companies can remain invincible in the fierce market competition.

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