Research on the Application of Design Management in Brand Building

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Abstract: Design management is a complex and extensive concept, which is to systemize, organize and institutionalize the business of the design department in order to make the activities of the design department more efficient. With the advent of the era of big data, the continuous development of Internet technology and the intervention of new media technology, the competition between enterprises is becoming increasingly fierce. As the symbol of the company and its products, the brand can pass on the corporate culture and its core values to consumers with a unique and intuitive image. The author introduces design management in the introduction and description of brand building, discusses the important role it plays in the process of brand building, analyzes the brand value, and puts forward suggestions and prospects for the future design management methods.

Keywords: design management, brand building, brand value

1 Introduction

1.1 Concept of Design Management

Design management, as a discipline in the field of design, was first proposed by the Royal Society of Arts in 1966[1]. In recent years, domestic universities (Tsinghua University, Central American University, Tongji University, etc.) have successively established it as an independent discipline and university major. It can be seen that design management is increasingly favored by the academic community and the market. Design management is not only a new concept, but also an important method for enterprises to achieve product development success and greatly improve production efficiency.

For designers, design management is regarded as a management method to complete the design project or optimize the design process. In product development and project execution, the management of procedures and organizations belongs to the middle and low level of operational and procedural management. It focuses more on the design orientation rather than the management orientation when solving problems. Just as the first definition of "design management" put forward by British designer Michael Farry in 1966, "design management is to define design problems, find suitable designers, and make designers solve design problems in time within the established budget as far as possible" [1].

For managers, the content of design management is different from the designer's management of design activities, but rises to the level of management of design strategies and design objectives. It mainly refers to the management content generated when the company conducts

target positioning and market research based on the company's policies and strategies to make design decisions. It belongs to strategic management and is a high-level design management problem. Design management here also focuses on emphasizing the importance of design strategy in management.

1.2 Content of Design Management

Design management is the systematic control of the complete design process, including the control, division of labor and coordination of all elements of the design process [2]. The design process is not only the process of the designer to complete the new design task from the scheme to the finished product, but also the project process from the development of the new design product to the market. There are many contradictions and conflicts in the design process of this broad category. Design management solves these problems with standardized processing mode, so as to form scientific, standardized, reasonable and efficient working procedures [3].

1.3 Part of Design Management

The scope of modern design management includes not only design process control and execution, but also design innovation exploration and enterprise business strategy. The technological innovation activities of China's design industry always pay more attention to scientific and technological innovation, while ignoring design innovation. Although the degree of emphasis on design has increased in recent years, there is still a lack of comprehensive and comprehensive management, especially the design management in the later stage of design. China's design industry needs to start from the market's requirements for innovation as the basic point, integrate the overall supporting resources, provide a full set of solutions and skills, and enhance creative design capabilities. With this, the level of management that serves this design capability should also be further improved.

Design management is a new interdisciplinary discipline, which meets the needs of brand crossover and enterprise transformation in the current market environment. From the strategic point of view, the brand planning and the combing and construction of corporate values need to use the relevant theories of design management to guide [5]. To the specific implementation of the business, it is necessary to use the model, methods and tools of design management to establish project objectives, formulate strategies, unify standards, control progress and allocate resources. The core of design management is to define the problem, and the ultimate goal is to meet the requirements in a more reasonable and efficient way. With a more forward-looking vision to look at the problem, more creative methods to solve the problem, not the narrow understanding of design management as design and management, in order to make better use of this interdisciplinary "management", "director".

2 the Role of Design Management and Case Analysis

2.1 The role of design management

Design needs management, while management also needs design, the two complement each other, indispensable. Although the Japanese design started late, its design level has been unanimously recognized by the design community. Japanese product design can be internationally competitive, and the often-innovative approach to design use and marketing is

an important aspect of its success. Among them, "design management" plays a core role [7]. Good product design not only needs a good design scheme, but also needs strategic management and planning from the enterprise, and the enterprise needs to work hard to implement these strategic plans [8]. Creating excellent product design not only needs to optimize the design management, but also needs to improve the quality of products and the competitiveness of products in the market.

The effective use of design management is reflected in all aspects of the development of Muji enterprises, through the creation of a "mechanism to make efforts to produce results", so that all human and material resources for production services. Through the establishment of a series of design management mechanisms, the production efficiency and corporate cohesion of the enterprise are further improved, the overall idea and brand vitality are enhanced, and the enterprise has been welcomed and loved by consumers after undergoing transformation.

2.2 Case analysis-Muji

Japanese grocery brand Muji, in its development process reflects the traditional Japanese aesthetic "wabi-sabi" view, the aesthetic tendency of minimalism, as well as the "nothing out of nothing" and "nothing is born" Oriental philosophy. These three points together shape Muji's unique design style and design aesthetics.

Muji came up with the concept of anti-brand. Design Director Kenya Hara also said in his book "Design in Design": "Muji design, there is no brand slogan. Instead, it leaves consumers with nothing to imagine." This runs through the Taoist philosophy of "there is no existence", precisely because it does not give more brand meaning, and does not set limits due to its own market positioning, Muji has a richer connotation, showing a variety of possibilities that are not defined and not limited. Through the positioning of "nothing", it turns itself into a container of nothingness, which can precisely accommodate a wider imagination space of users and guide users to establish a more ideal way of life. This also reflects a certain design management thinking and mode, so that the process of brand building more standardized and perfect[6].

2.3 Case analysis-Huawei

For example, China's famous Huawei brand, Huawei's achievements benefit from excellent design management and firm strategic guidance. Whether in terms of business direction or competitive strategy, Huawei has maintained a clear management logic from beginning to end. Flexibly adjust strategies based on accurate prediction of market, technology and design trends, but overall stay within the overall management system. In addition, Huawei has always advocated internal cooperation, adhered to the process management mode of personnel and things, carried out matrix organizational structure management of different departments and different staff, and finally formed a holistic collaborative management network, which fully reflected the power and role of design management thinking.

3 Brand Value in Design Management

In order to root a perfect brand image and brand value in the hearts of consumers, we cannot just rely on a temporary promotion or a single promotional activity, we must make the model of product management keep up with the trend of The Times, focus on the sensitivity and

experience of brand services, and show users a fine grinding and excellence of the craftsman spirit.

3.1 Precise Market Positioning-Muji

Muji, a Japanese grocery brand, conveys a unified brand image to the outside world through accurate market positioning, the unity of store furnishings, and the establishment of a standardized mechanism to build the unity of the brand from multiple dimensions. In terms of development strategy, we should change our thinking from the pure consumption mode of providing goods to the cultural value, establish the aesthetic concept of life, not only provide goods, but also give them more imagination about the ideal lifestyle, accommodate the imagination space of users, and build an attractive mode of releasing "pheromone" between the brand and users. So that consumers are deeply attracted by this atmosphere, and then further interest in the product, produce consumer desire, and enhance the sense of consumer experience, and finally realize the brand value of the product.

3.2 The Effectiveness of Design Management

The success of a brand should first be attributed to its forward-looking management strategy, which can explore the future market trend and the real needs of consumers, integrate the artistic and scientific characteristics into the strategy, and is committed to reflecting the brand concept through management strategy, creating a unique brand characteristics management strategy, and striving to break through the dilemma of the Internet [9]. Find a way out under the adverse tide of store consumption desire to reduce.

3.3 How to Realize Brand Value

First of all, we must improve the core competitiveness of the brand. Because design is the source of building brand value and core competitiveness, design management plays an all-round role in building brand core competitiveness and value. For example, through the accumulation of long-term experience in design management strategy, Miniso has reached the standard of "quality first, price second". Coupled with the strict supply system and data logistics information of the brand, a unique competition system has been formed, which has laid a good foundation for the establishment of brand image and long-term stable development. The second is to increase the space for innovation. With the endless emergence of new technologies and new products, enterprises also need to continuously improve their innovation degree from the aspects of marketing strategy, innovation resources and product design, and maintain their core competitiveness and brand value. The driving force of design management for brand innovation not only has macro-coordination, but also has micro-guidance. Shorten the new cycle of products from a macro perspective, and use the overall image of the brand to show consumers the trend and individuation of the brand. At the micro level, product innovation, continuous innovation, to meet the people's growing needs for material and spiritual enjoyment, but also promote the development of diversified product styles. Finally, to achieve a unified corporate image, design management for the unity of corporate brand image has an important role. The unity mentioned here does not only refer to the system establishment of the surface corporate culture and corporate image, but to deeply unify the spirit of enterprise and cultural connotation, so that consumers can gradually recognize and accept the values of the enterprise after long-term contact with the brand.

3.4 Successful Case-Li Ning

For example, in the 2018 New York Fashion Week, Li Ning's Wudao series stood out, compared with other sports brands, Li Ning let consumers see more Chinese elements. The "Enlightenment Series" is inspired by Lao Tzu's Tao Te Ching, which integrates the ancient thoughts into modern brand design and inherits China's fine traditional culture. With a unique perspective, Li Ning combines Chinese traditional culture with modern fashion trend culture, making the spiritual connotation of "introspection, self-realization and self-creation" walk out of the gate of China and go to the world [4].

4 A Vision of the Future

4.1 The Prospect of Design Management

Design management can effectively regulate the design process and achieve the initial goal, but also can improve the ability of design execution means, to improve the success rate of product design and development is the key responsibility of design management. According to the survey, many enterprises have built the design department into an organization similar to a mesh structure, which can obtain market information and competitor information from both internal and external enterprises. In terms of information, structure, capital, means of work, environment, etc., it can create productivity and flexibility. From the level of design management, the general selection and training of design talents, the concept of design talents needs to be constantly updated, and the design talents need to be re-educated.

4.2 The Prospect of Brand Development

Through design, the enterprise's concept, culture and connotation are transformed into a visual brand image. However, where there is design, there must be a certain management behavior to control and guide the design. Design management can cultivate the competitiveness of an enterprise brand in the market by passing on the connotation of an enterprise, and the quality of design management can even be directly related to the interests of the enterprise. Design management cultivates designers' creative thinking, develops creative technology and integrates creative resources, which are the functions of design management. Design management is to guide and educate enterprises to improve the design grade and design level of the entire enterprise, and also standardize the design market to improve consumption grade. Design management in the design of brand image is actually to provide consumers with the most exquisite and effective norms and excellent design services to improve daily life, so as to provide convenience for people.

5 Conclusions

From the above discussion, we can see that design management is indispensable in modern design, and how to be more efficient and energy-saving in the design process is what modern designers should think about. Good design can not only improve people's material quality of life, but also meet people's spiritual needs at the same time. Through design and management, we can make more reasonable use of resources, improve the competitiveness of our own

enterprises, and oppose the good image of enterprises in the public.

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