

11TH EUROPEAN ACADEMY OF
DESIGN CONFERENCE

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ABSTRACT

This paper, by research on the organization agent affiliated under "Shanghai Industrial Design Association-Young Designers' Committee" (abbr. Shanghai Industrial Design) as a sample, through in-depth analysis of its foundation background, development procedure, present situation, and perspective blueprint, etc., researches how it, based on innovative management accesses, like construction of the core of organization, administration of faculty background, design bases building, implementation of systematic plans, and integration of top sources, etc., establishes a systematic model of integration among study, research and industry- A-UIG- that centers about design organization, so as to promote its development in education practice.

Keywords: A-UIG Model, Study, Research and Industry, Shanghai Industrial Design¹

1 INTRODUCTION: STUDY-RESEARCH-INDUSTRY MODEL IN CHINA

China's education model of design has its unique characteristics. The traditional study-research-industry model lays emphasis on research and creation. While for the design industry which is based on market and customers, it is important to make innovation applied to the market and transformed into productivity and consumption. "Technical innovation is important, but what is more important is how to apply them, which is called 'creative application'." ²Said Liu Guanzhong, father of China industrial design. The traditional study-research-industry model focuses on the development of new technologies but neglects its application and practice. Applying the model of scientific and technological innovation mechanically into design teaching has led to problems such as failures to make innovations and rigid thinking, which is detrimental to design teaching. Tong Huiming, a professor in School of Design, China (Guangzhou) Academy of Art, has explicitly pointed out that design should cooperate with government, producers, universities and researchers. He draws a clear line in the study-research-industry cooperation between the teaching of design and scientific and technological innovation, which lays a foundation for the participation of producers and universities in all parts.

¹ Shanghai Industrial Design, namely Shanghai industrial designers' Union, was founded in September 2005, whose core members are graduates from Academy of Arts & Design in Tsinghua University, now working in Shanghai industrial industry. In 2009, it was named after "Shanghai Industrial Design Association-Young Designers' Committee" by Shanghai Industrial Design Association.

² Liu Guanzhong. Original Design and Innovation for "Industrial Chain" of Industrial Design, 'Design 2 Business 2009' & 'Tsinghua International Design Management Symposium', (2009), pp123.

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In China, the practice models of the study-research-industry strategic alliance now include the model of joint research centers, of institutes affiliated by enterprises, of joint programs, etc. However, these models have several deficiencies such as obstacles in the coordination of various systems, lack of protection for intellectual property, poor cooperation elasticity as well as unsound agent service. The cooperative education³ of design in China, therefore, must reposition its roles within the model and readjust the roles involved in proportion.

2 INDUSTRIAL DESIGN ORGANIZATION

Developed countries all have special organizations to support the industrial design, such as the UK Design Council, German Design Council, the Industrial Designers Society of America (IDSA), Korea Institute of Design Promotion (KIDP), etc. They work out matching strategies with the imbalanced development in industry. Countries that are developed in industrial design most take policies in the design industry nationally. Britain has established “national design strategy” to lead the development of domestic design and industry. America regards “strengthening the economic status through innovative” as its national strategy. While the Japanese government and enterprises clearly propose “basing the country and enterprises on design” as its development goal, and take design innovation as its strategy of developing national economy. Meanwhile, these organizations are also playing clear functions in developing design industry in all countries.⁴

The Design Council, positioned as a practical platform linking up a series of fields such as government, enterprises, design agencies and designers, education, scientific research, plays the role of resource integration including consultation, exhibition, design education, awards, design research and design criticism, the development of design method and tools, and publications distribution, etc. KIDP, an organization directly under MOTIE, provides consultation and analysis for small and medium-sized enterprises in Korea, helps them enhance product competitiveness and encourages them to make “design-guided” products. KIDP is also committed to improving the domestic infrastructure for design by raising the general cognition of design among Korean people. It has built a design database which acts as a platform for exchanges of information about design.

On the one hand, we actually cannot get effective industry support when making relevant policies due to Chinese manufacturing industry form and low value-added role in the international division of labor. On the other hand, owing to the lack of fundamental and strategic research at various levels from national to regional and enterprises to design companies, it is rather difficult to propose related policies appropriate for the transformation and development of industrial design on the macro level. Consequently, only a minority of design industry organizations in China have relatively clear framework and function orientation. These organizations include official organizations such as China Industrial Design Association, Beijing Industrial Design Center, Guangdong Industrial Design

³ The Cooperative Education was first found by Herman Schneider (1872–1939) in University of Cincinnati.

⁴ 刘瑞芬：《设计程序与设计管理》，122页，175页，178页，北京，清华大学出版社，2006。

Association and non-profit social organizations such as Shanghai Industrial Design Association and Shanghai Industrial Design (Shanghai Industrial Design Association-Young Designers Committee). Organizations represented by Shanghai Industrial Design establish the A-UIG Model, playing an important role in politics, industry, universities, research, business, etc.

3 A-UIG MODEL

A-UIG model stands for the “university-industry-government” model with association as its core. Under this model, we should first define the role of each part: “university” refers to design colleges; “industry” refers to enterprises with design needs; “government” refers to industrial sectors in the government; “association” refers to design associations or industrial organizations, different in both nature and function from the “research” in the traditional model and the most fundamental is to reposition according to the content, form and approach of modern design industry. (Figure 1: A-UIG Model)



Figure 1-A-UIG Model

“Association” in A-UIG model, namely the part of “research”, is supposed to have several basic characteristics as follows:

- It is at the core of the model and has multiple identities. Its members are from various fields.
- It is independent: the government is not directly involved in the affairs of the association.
- It acts as an intermediary platform. The intermediary, serving as cohesion of the study-research-industry strategic alliance, has the following functions: information communication, professional services and industry training.
- It has multiple practice bases made up of sites in different associations and with different functions.
- It has communication and integration between inner and outer in the industry.
- It is featured by both academy and practice and has a feedback mechanism with regional characteristics and diverse sources of fund.
- In A-UIG model, association connects government, industry and universities and coordinates all the three parts as a core, thus speeding up the whole process of the study-research-industry model.

4 CASE STUDY: ON A-UIG MODEL OF “SHANGHAI INDUSTRIAL DESIGN” AS A CORE

Production in the information society should be based on organizations. The reorganization of social activities is the main reason to raise competitiveness of design. As an important part, industry organization should be more and more involved in the education and management of co-op. In order to more effectively promote the development and exchanges of design industry, Shanghai Industrial Design, an organization for designers, was set up in September, 2005, planned and organized by pioneering designers in Shanghai industrial design. Its members are well-known designers with various educational and professional backgrounds. Some of them are design managers or senior designers from famous enterprises, and some are operators or managers from independent design teams. Besides, many key members have experience of design teaching in universities, where they work as professional teachers as well as part-time teachers. Because of this, the enterprises, companies, institutions and universities they come from have all become support units, which benefits the development and growth of the organization, establishes the foundation of **cooperation** between universities and enterprises and provides opportunities for talents by combining enterprises and universities and creating a platform for “industry-study” model.

Shanghai Industrial Design has planned and organized a series of activities since it is established (figure 2), such as the “Designers’ Night—the inaugural meeting of Shanghai Industrial Design” held in September 2005, the “Sketching Night” held in the Shanghai design factory in May 2006, the press conference of the new book *Industrial Design* by Shanghai Industrial Design in 2007, Beijing International Industrial Design Expo in September 2007 as a co-organizer, etc. All of these activities aim to continuously integrate design resources and build a design context as well as mechanism of exchanges and dialogues. Driven by design organizations, government, enterprises and universities are able to jointly witness the development of design from various ways and perspectives and get involved in active participation and perfect integration.



Figure 2-activities in Shanghai Industrial Design

With the rapid development of the design industry, Shanghai Industrial Design also strives to adjust and confirm its own position, and based on its existing

THE VALUE OF DESIGN RESEARCH

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framework, it has established Shanghai Industrial Design Association-Young Designers’ Committee, the original name Shanghai Industrial Design reserved. In fact, this practice benefits the progress of the industry. The Young Designers’ Committee, acting as a lubricant, harmoniously glues the government, enterprises and universities together, gives full play to the cohesion of the association and has effectively formed the A-UIG model (figure 3) that meets the demands of market and industry and has associations as its internal forces. By doing so, it can better help the government get a clear understanding of the design industry and the benefits the creative industry brings about. It also makes government fully realize the value and charm of design talents. Taking the advantage of the personnel structure, we can promote the collaboration between enterprises and universities and provide convenience and favorable environment for it.

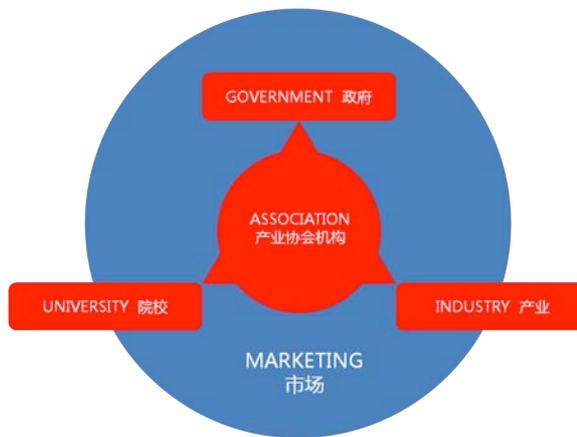


Figure 3-A-UIG model that meets the market demands (the red part acting as the core)

During the establishment and operation of Shanghai Industrial Design, we have been exploring its implement and development, and set “three ones”, a goal of practical significance, that is, to publish one book on design each year in order to record and reflect how design in China grows up; to make one exhibition each year in the form of a unified subject, to show the reflection of designers from diverse fields on common topics about design. The exhibition has developed into an annual series activities with the theme of “Shine Shanghai” (figure 4: Poster of Shine Shanghai Product Concept Design Show) since it first starts in 2009. Participants interpret the topic from different perspectives, work out design schemes and after strict academic evaluation, definite schemes that match the theme. This process has both academic value and commercial function, since it provides an arena for free expression of designers as well as a platform for display of design works. The annual designers’ seminar is rich in content, including designers promotion, product release, design contest awards, industry forum, etc. The seminar builds a communication space for people from politics, industry, universities, institutions, business and other walks of life, and strengthens the communication on design among different regions and countries, and in the chain of design industry, design education field and industry.

In addition to the above goals, Shanghai Industrial Design is looking for new directions, such as further research into the development of the industrial parks, and the conception of “Coming-in” to “Going-out” model⁵ for industrial parks. By

⁵ 中国经济导报：《上海文化创意产业：“引进来”提升“走出去”》，2012。

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doing so, we can make the design industry widely understood and recognized by the society and lay a foundation for making China's industrial policies in terms of design education, research in value, commercial considerations, talent construction, etc.



Figure 4-Poster of Shine Shanghai Product Concept Design Show

5 CONCLUSION

A - UIG model, formed by the internal force of Shanghai Industrial Design, keeps to cooperation as its development approach. The commercial considerations taken by A - UIG model reflect that the design of the study-research-industry construction should be premised on market application. This model applies research results to market and industry so as to promote government to make policies on design industry, universities to take an active part in discipline construction, and enterprises to make more innovations, growing stronger and forming a sustainable benefit cycle. Association in the A-UIG model, more like the metal bar used to strengthen a magnetic field, acts as the internal force which attaches the three powers of "government, producer and university" together.

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