Design Management directions

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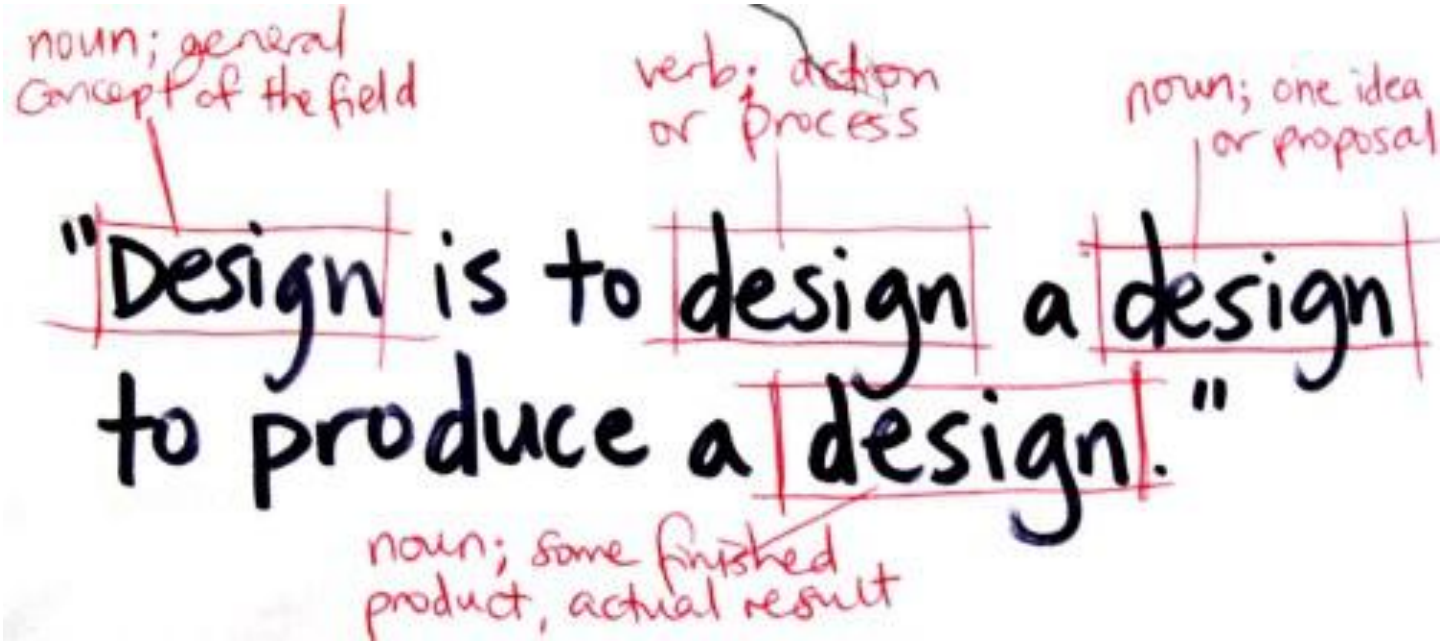
Outline

1. Design meaning
2. Design as a strategic resource
3. Design management definitions
4. Design management history
5. Design management value

Conclusion

1. Design Definitions



Design Management

Rex chair,
designer Niko Krajl, 1952

Design Management

Yordan Mihalev, winner,
Brussels Ethno Fashion Week

Design Management

Design Management

1. Design Definitions

"**DESIGN** means the appearance of the whole or a part of a product resulting from the features of, in particular, the lines, contours, colors, shape, texture and/or materials of the product itself and/or its ornamentation."

Article 3 of the Design Regulation European Union, COUNCIL REGULATION (EC), No 6/2002

1. Design Definitions

- Design for aesthetic appeal
- Design for function
- Design for manufacturability
- Design for sustainability
- Design for reliability and quality in use

Bulgarian Bag

Suples Strong

in action

DESIGN

- **It is a process…**

Good design is a verb, not just a noun. It is a of steps that defines problems, discovers solutions and makes them real.

- **…joining creativity and innovation…**

Creativity generates ideas and innovation exploits them. Good design connects the two. It links ideas

to markets, shaping them to become practical and attractive propositions for customers or users.

- **…and delivering value.**

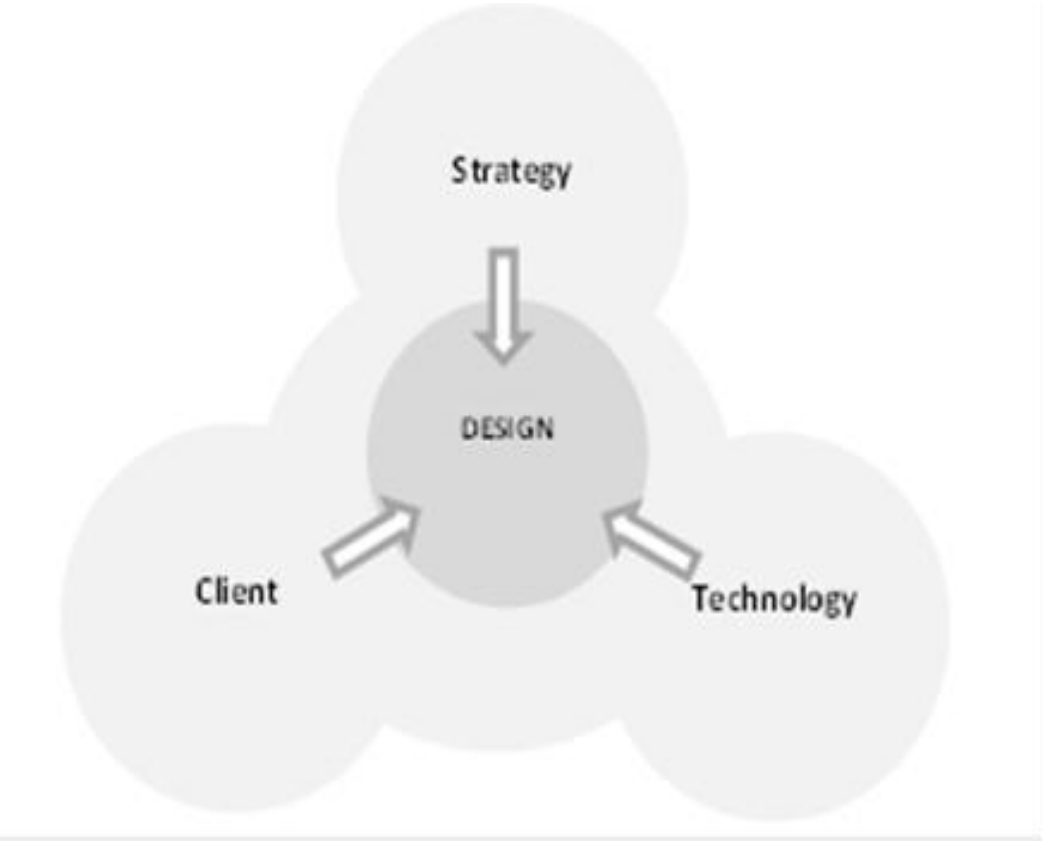
Good design is a benefit, not a cost. Its value can be measured economically, socially and environmentally.

Source: The Good Design Plan (UK), 2007

DESIGN

- implements **different functions and contributes to product development in many ways**
- is **more than styling or image**.
- **not necessarily mean creation of something new** and unprecedented
- has the **potential to change the company**

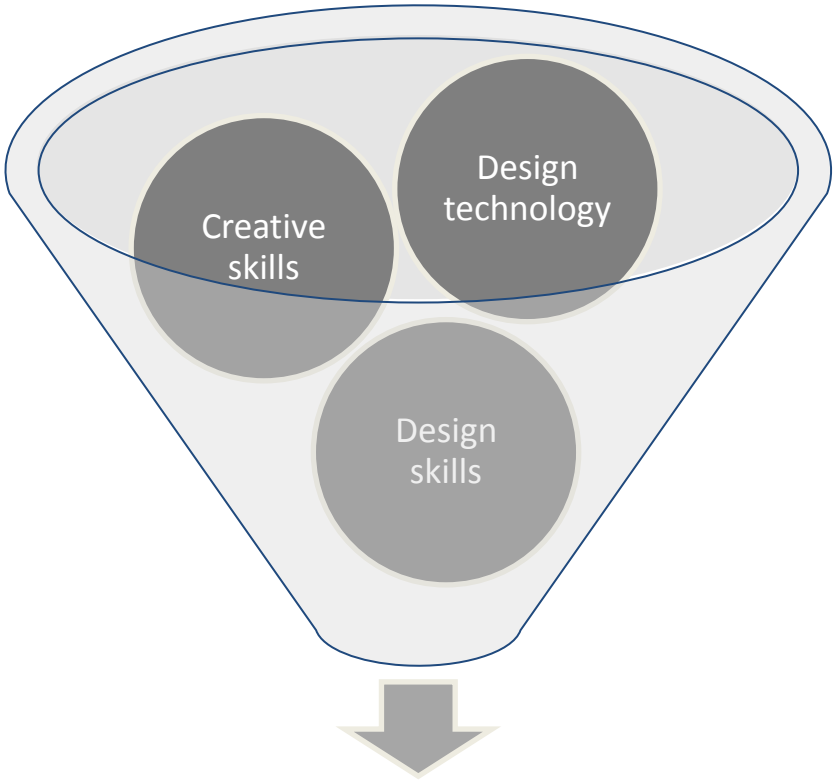
2. The design potential as a strategic resource



2. The design potential as a strategic resource

It is necessary to study the:

- design's input
- the design process
- the skills related to creativity and design
- technologies and techniques



Design Management

Design Management Definitions

"In order to have a successful, long-term career in design, it is necessary to understand how and where design sits within a wider context."
- Kathryn Best

facilitator

integrative thinking

from great idea to even greater reality

differentiator

systems thinking

bridge between design and business

communicator

enhance our quality of life

culturally relevant

integrity

lasting value

perspective

entrepreneurship

leadership

provide organizational success

innovator

socially responsive

technologically

not an event, but a process

business side of design

deliver true needs

develop new business models for the future

3. Design Management Definitions

"…DESIGN MANAGEMENT is the business side of design. DM encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success."

Design Management Institute

3. Design Management Definitions

Design management focuses on:

- design process for product development
- brands
- products
- production
- distribution
- sales
- delivery
- service

4. Design Management History

Managing design systematically
(1960s–1970s)

Design management dealt with two main issues:

- how to develop corporate systems of planning aims
- how to solve problems of methodological information processing

4. Design Management History

Managing design as a strategic asset
(1980s–1990s)

Consultancy:

- Managing the product development process, including market research, product concepts, projects, communications, and market launch phases
- positioning of products and companies.

4. Design Management History

Managing design for innovation
(2000s–2010s)

- Design management has been recognized throughout the European Union as a function for corporate advantage of both companies and nations.
- The European Commission considers design management to be a competence that comes under the umbrella of innovation management.

5. Design Management Value

- Why Design Management is so relevant today?

- Climate Change
- Sustainability
- Demographic Change
- Global Connectivity
- Digitalisation Transformation + Big Data
- Technological Innovation
- Digital Natives

5. Design Management Value

Design management seeks to link:

- design,
- innovation,
- technology,
- management
- and customers

to provide competitive advantage across the:

- economic,
- social/cultural,
- and environmental factors.

5. Design Management Value

Design Management delivering value through:

- integration
- planning
- co -ordination
- reduction of risk
- innovation

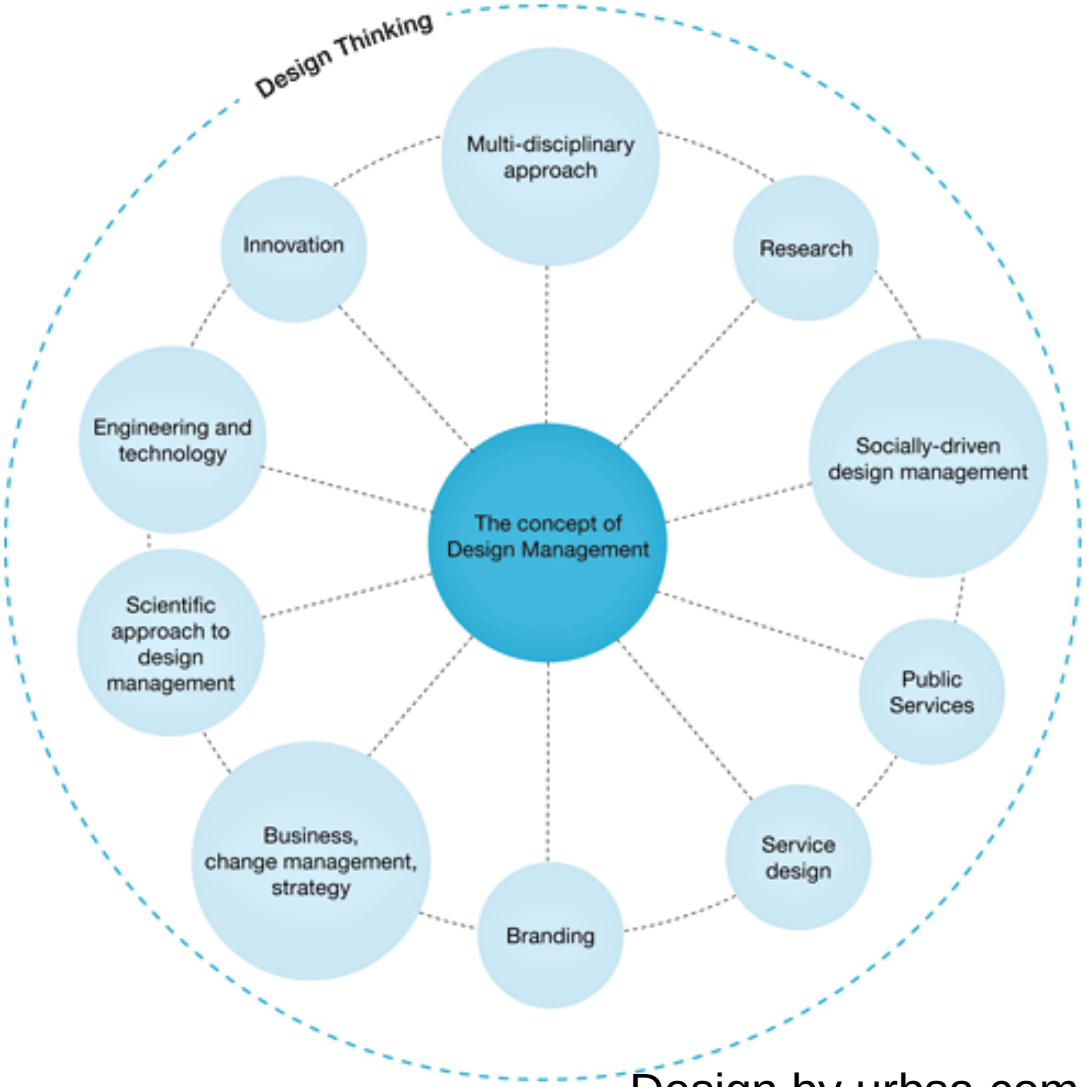
Design Management achieved through:

- collaborative and integrated working
- value -management processes

5. Design Management Value

- Design improves the performance of the innovation and the communications policy of the firm.
- Design improves the global performance of the firm.
- Design is a profession that creates value on a macro economic level.
- Design improves the competitive edge of a country in the international competition.
- Design can help in regional economic policy.

5. Design Management Value



Design by urbsa.com

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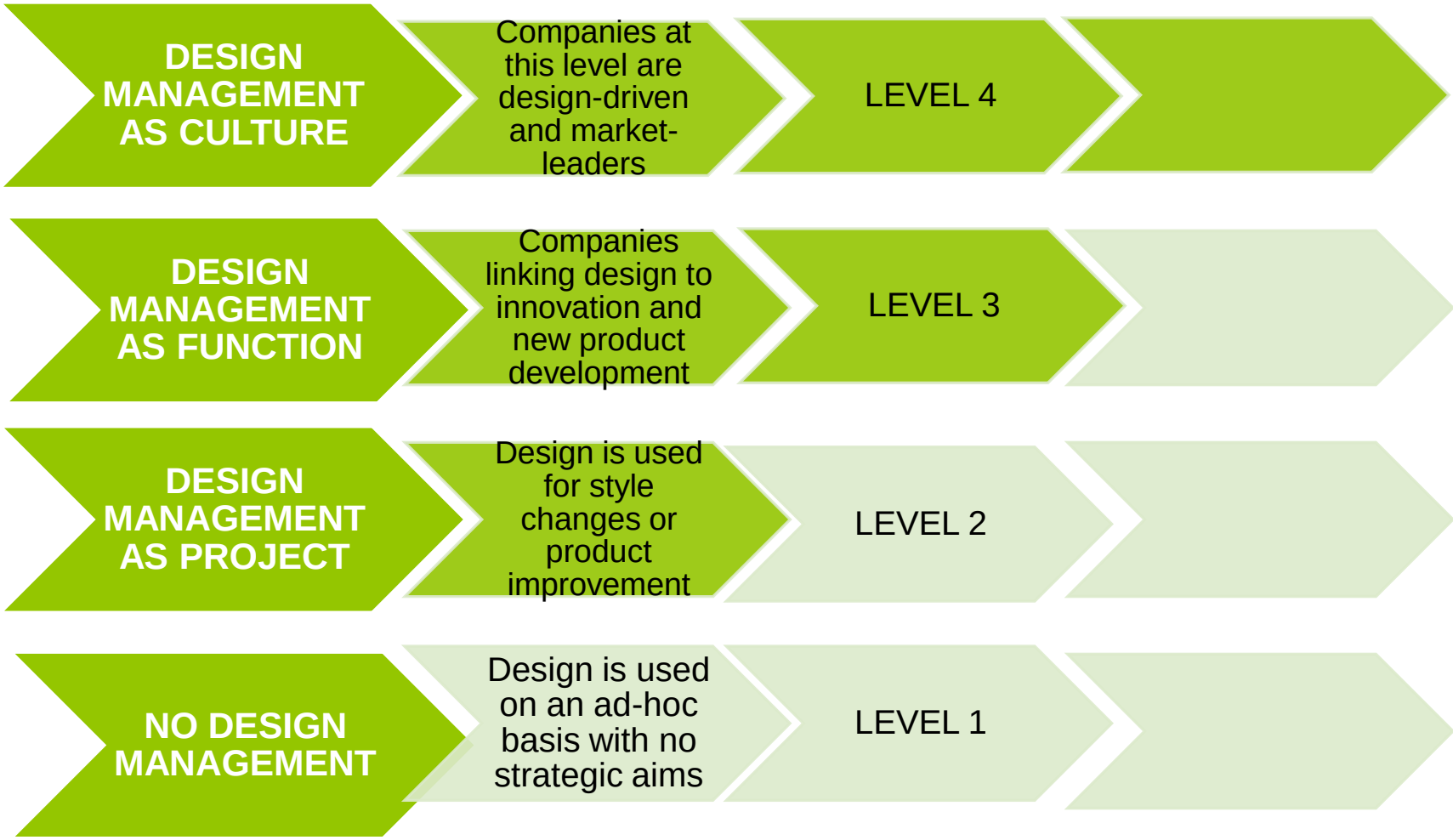


Design Management directions

- **Product-driven companies.**

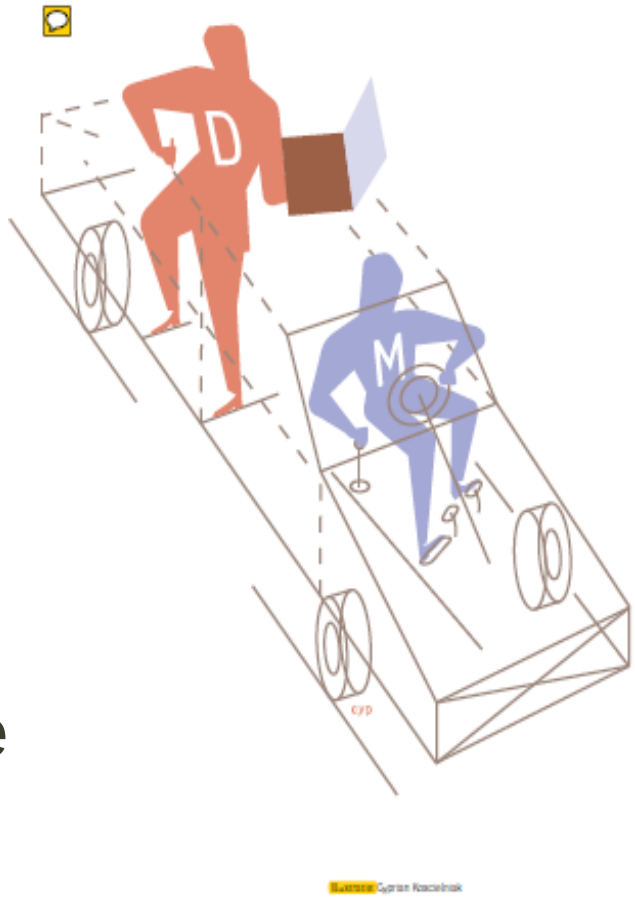
  The majority of design will fall within the company's research and development function.

- **Market-driven companies.**

  Design is likely to belong within the marketing department.

- **Brand-driven companies.**

  The design within the corporate communications department.



Conclusion

"Design is not for philosophy it's for life." - Issey Miyake

The new design philosophy is design for future living.

Design Management

QUESTIONS?

"… And what designers need to learn, and this is the most important thing, is the language of the business world. Only by learning that language can you effectively voice the arguments for design." — Peter Gorb, pioneer in design management education.

https://www.youtube.com/watch?v=4Mc-jgl7WqQ

Bibliography

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- https://www.goodreads.com/shelf/show/design-management
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QUESTIONS?

Erasmus+