

Analysis of Product Design and Economic Relationships

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Abstract: This paper first describes the principle of "optimal economic effect" in the process of product design. Then it analyzes the relationships between design and production, design and market, design and market relations. Based on the analysis of the relationship between product design and economy, this paper puts forward some countermeasures to optimize product art design and enhance economic value.

1. Introduction

From the design point of view, design has certain artistry and economy, while economy is a substantial form of art presentation. From the economic perspective, it can be explained from two aspects. One is conservative, and the other is the application and development of material resources. Whether it is economic or design, for individuals, it contains certain abstractness, and it is more tedious to realize a design from the economic direction, or to understand an economy with design knowledge. Therefore, by analyzing the relationship between product design and economy, this paper expounds the effect of product design on monetary value, and realizes the improvement of economic benefit by optimizing product design.

2. The principle of "optimal economic effect" in product design

The "economic effect" comes from the proportion between the output and the input in the production link, and gives attention to the comparative results between the labor results and the input value. When it comes to product design, "economic results" in product design mainly refer to the contrast between the effect and the placement in the product design process. The forming effect includes the economic and social benefits obtained directly from the design activities. Input consumption is in the process of product design, resources, time, manpower, etc. In order to promote the improvement of product design results, realize the optimization of product economic value, and guide the stable progress of society, we should control the ratio between application effect and input and consumption. The pursuit of optimization of application effective and minimization of input consumption is also the basic meaning of "optimal economic effect" in product design [1]. In the process of product design, we usually use the method of single plan economic evaluation and comparison of multiple plan fiscal effects to evaluate the overall effect of product design plan.

3. The relationship between product design and economy

3.1 The relationship between design and production.

From the perspective of design and production, production, as the main part of the economy, is the primary link in the production chain. In the current design process, design and production are not completely separated under many conditions. In general, design, production and consumption are integrated. Manual production personnel are not just designers, but also workers. Only when some large-scale engineering projects are implemented, will the design be kept separate from the production [2]. In the design process, the production is mainly carried out according to the design scheme, guiding the workers of different types of work to carry out their own work. With the

deepening of the reform, the production mode has also changed to some extent. The design is removed from the production chain of mass production enterprises, but its position in the production structure has not changed.

3.2 The relationship between design and market.

In the context of the comprehensive development of the contemporary society, the level of informatization is constantly improved. Only with beautiful appearance, it cannot provide people with good services for production and development, guide the rapid development of social economy and the era, and cannot occupy an ideal position in the market, let alone be recognized by people. From the perspective of design, it mainly delivers services to social and economic development. If social and economic progress is not ideal, it will bring restriction to product design development. Product design development promotes the social economy, but cannot decide the economic development. Therefore, design value should be put into the social economy to reflect. In the current economic development, enterprises such as purchasing products and labor force are called buyers, while those that sell these products are called sellers. The mutual influence and effect of buying and selling make the exchange turn into reality. Such exchange of staff, environment and behavior is collectively known as the market. Product trading is the product market, while government trading is the government market and manufacturer trading is the enterprise market.

In the process of product design, market support is also required. In particular, after the design is separated from the enterprise, it is separated from the production and transformed into a relatively independent enterprise. It needs to face the phenomenon of providing services to multiple enterprises. Assuming that the designed products are not widely recognized and applied, the services of designers and enterprises will be applied smoothly, which will hinder the future development of designers and affect the future development of design [3]. From a design perspective, it's more like a business. The success of the business not only depends on the designer himself, but also includes personal views and their practical values in the social economy to benefit society and provide appropriate services for economic development.

3.3 The relationship between design and consumption.

Consumption is an integral part of the economy. Production directly creates all kinds of materials, which also involve the cultural and art resources dominated by materials, which are distributed to the society through circulation and then consumed to meet the demands of material and cultural life. A complete economic cycle is formed, and a new economic cycle begins. Affected by the background of the product economy, the normal operation of the social economy is a development result under the restriction of production and consumption. Consumption has a direct impact on future production and market development. Consumption demand directly determines the content of production. Therefore, the market conducts transactions to enhance economic vitality and level. Designers should be clear about the concept and deeply explore the consumption demand, master the consumption concept and framework, and look for its advance rules [4]. From the opinion of the designer himself, the design objective can be considered from three aspects. First of all, ensure the stability of consumption design; secondly, improve the vacancy of consumption design; finally, promote the modernity of design. In the context of the overall development of modern design, it not only shows the modern design concept of designers, but also takes consumption as the driving force of design and the source and approach of design inspiration.

4. Measures to optimize product art design and enhance economic value

In order to better design products for consumers to meet their individual needs, product quality control should be done in the production process. Design, as the prerequisite of product development and production, aims at the problems existing in the traditional design process and applies the innovative design concept and technology to design a more reasonable and perfect product production scheme. As a modernized concept of product design, "art thought" need to improve the

external form, packaging mode and key points of collocation of products while ensuring the quality of products. Following consideration of the actual situation, product art design has strong economic value. To optimize product art design and promote the economic value system, we can start from the following aspects:

4.1 Expand the marketing amount.

For all product marketing activities, the ultimate goal should be the creation of ideal benefits, that is, to improve the level of economic benefits while ensuring smooth marketing. As an important way for enterprises to obtain ideal benefits, product marketing focuses on expanding the amount and scale of product marketing. In the process of product process design, the product will face improvement and perfection in countless aspects, so as to achieve the improvement of new product comprehensive indicators [5]. For example, after the mechanical product design is updated, both the complete equipment and parts are improved and optimized in terms of application function and assembly operation.

4.2 Beautify product appearance.

From the perspective of consumer purchasing psychology, there are numerous factors influencing consumers' purchasing desire, among which appearance is an important factor. The product itself has certain particularity. In order to better meet consumer demand, the artistic design concept is applied in the process of product appearance design, which can effectively highlight the uniqueness of product appearance art, strengthen the intrinsic value of products and attract more consumers to buy. Moreover, beautification products are another important factor for product transformation and upgrading, which can effectively promote the improvement of product art level.

4.3 Raise the market price.

Product design is not static. Its changeable characteristics require the design staff to adapt to the changing situation of The Times and the market and constantly revise the design scheme, so as to meet the operational decision needs of the enterprise within a specific period. Outdated product design concept is only limited to product positioning and innovation. Many modern art elements are added to produce art designed to optimize and renovate product design schemes and produce products that meet market demands. The integration of artistic elements into product design work can effectively improve product marketing prices, thus creating ideal pecuniary benefits for enterprises.

4.4 Optimize the design method.

With the rapid development of China's social economy, the form of products in various fields has changed. There are considerable differences in product quality standards and application functions. The development of product design towards art cannot only promote the innovation of the product structure image, but also guide the stimulation of its internal marketing potential and realize the steady improvement of product marketing revenue. In view of the popularization and promotion of artistic design concept, enterprises need to apply prevailing product design methods in product design.

4.4.1 Combination design.

Combination design, as a unified design concept, is designed to transform and select module components with different modes or functions, so as to better meet the needs of clients. The core of combination design is to design a series of module components. In this regard, from a functional point of view, you can also develop multiple module components. There are numerous parts, components and components involved. In the process of combination design, each module component can be randomly matched, so that different functions can be displayed.

4.4.2 Assistant design.

Computer-aided design mainly refers to the design of products with the help of computer functions. In the process of product internal structural design, if you want to optimize some functions and parameters, you need to realize calculation by computer. The calculation mechanism plan is realized by means of graphics processing technology. In this process, as long as the operator passes the required graphics, size, location and other information into the computer system, the computer system can automatically design the graphics [6].

4.4.3 Service design.

For each field, product design launch has become a necessary condition. Under the background of the ample development of the current society, the product's service function should be optimized if it is to stand firmly in the market. In order to provide consumers with a high-quality and personalized product, the concept of service should be integrated in the process of product art design. Enterprises is required to not only produce a product with service function, but also provide consumers with good experience and feelings, so that they can develop stably in the market and realize their own economic value.

5. Conclusion

All in all, design and economics are not all connected to the economy, even if there is a definite correlation in essence. As a kind of art form, design is also a kind of culture. However, this art and culture need to be built under the historical stage and improve according to the time until a new design form comes into being. The main factor that the production field attaches great importance to design is that it needs to use design to realize the innovation and optimization of product appearance, improve the application function of the product, make it better meet consumers' demand, so as to stimulate consumers' desire to buy and realize the improvement of economic benefits. The purpose of designers in designing is to design products that meet their own needs for consumers and create ideal benefits for product manufacturers, so that they can acquire an ideal economic capital. It can be observed that there is a close relationship between product design and economy. While design needs economic support, economy also needs to design to achieve improvement.

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