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COMMUNICATION ABILITY IN THE DESIGN PROCESS OF THE IMPLEMENTATION PROCESS

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Abstract. In the design process, in order to make the whole design process more smoothly carried out, the article puts forward the concept of "flexible design", the core concept of flexible design is communication. From the analysis of basic communication ability to communicative ability, then from communicative ability to communicative ability, and ultimately to effective communication in the design process, it is concluded that good communication itself is an effective means of design. "Flexible design" is not only a concept, but also a way of thinking, reflecting the wisdom of design.

1. Introduction

Design is an interdisciplinary and comprehensive subject which contains many factors. Usually, a good design work is not done by one person, but depends on a solid design team. As far as this is concerned, there seems to be a big loophole in the personnel training system of design talents in domestic universities, that is, the lack of team consciousness. The lack of team consciousness leads to the drying up of "flexible design", which ignores the status of "communication ability" in the process of design organization and its role in the design process. In fact, the design of business processes starts not so much from collecting data as from interpersonal communication. Needless to say, "design" is a social industry with strong sense of service, and "market mechanism" and "customer demand" have become important considerations of commercial factors. How to grasp this entry point better depends not only on research and technical difficulties, but also on the strength of communication in the design process.

2. Presentation of Stream of Consciousness in Design Communication

2.1. Design communication is nature implement

Traditionally, excellent technicians are more or less craftsmanship, they pay attention to specialization. Today, the development of the times has catalyzed their rebirth. A good designer must be a generalist. They have changed from the original "craftsmanship" to the present "craftsmanship". If "modern design" is the perfect combination of science, technology and art, then "design communication" is a kind of ability. Human talent can be roughly classified into two categories, one is congenital, which is instinct. The second is to rely on the acquired experience and learning to acquire, which is ability. People with excellent innate linguistic communication skills can naturally add wings to design communication, but this does not mean that design communication skills can not be learned and exercised the day after tomorrow.



Design communication is an indispensable ability to engage in design work. Design in communication and communicate in design. Nowadays, design projects pay more and more attention to communication in detail. Of course, even small projects can not do without communication of big ideas. In short, large brand operation and project design need more innovative design in different details because their foothold is already in the high-grade brand scope, while small scheme design needs a strong design concept and cultural connotation urgently because of their weakness and many other factors. Implantation, thus rendering the finished product of the entire design. Having mastered this principle will help us design communication before taking over the project. The object of design communication often varies from person to person, so effective communication should actively find the meeting point of topic. The joint point of communication is to "create from nothing" and "excel from nothing", and so is the communication in design. In front of customers, we must show our unique design concept and creative thinking, reveal the rigor and professionalism of our design from time to time, and urge the other party to quickly establish information interaction and trust with us.

2.2. Design communication in several noteworthy design element

As information interaction matures, it can gradually intervene in psychological trust. During this period, we must have strong resources as the backing of the designers themselves, that is, based on the investigation and comparative analysis of the objective data of the design objects, the vertical design planning and the horizontal design comparison must be done. Specifically, it can be divided into the following four aspects: First, design communication should pay attention to variability. To communicate effectively, we need to pay attention to the way of language. Designers need to learn to adjust the state and change the way of communication. Diversified language helps to make the communicators and different people talk to each other deeply and achieve the purpose of communication. Second, design communication is a two-way behavior. One should be good at expressing, the other should be good at listening. Through the process of communication, listening, feedback and re-communication, listening and feedback, the theme and solution of communication are defined. Designing communication is a process of seeking mutual evidence. Only when the two sides cooperate actively, can the purpose of communication be realized. Furthermore, we should establish the preparatory work before design communication, and the communication content should be clear. Lack of preparation before communication will inevitably lead to confusion in the process of communication, which wastes the working time of both sides and is not conducive to the solution of problems. Finally, it is worth noting that the essence of "design" is the process of finding problems and solving them, and we can not only regard design as the production itself but also.

In a sense, designers need to play the role of customers and users from time to time, standing in the other side's position to peep at the rationality of their entire design. That's why it's always emphasized that the purpose of design is people, not the meaning of products. From experience to experience. Designer's greatest role is to help customers and users extract the most extreme and effective information, and then comb and integrate these information, combined with the "people-oriented" and "user-centered" design concept to convey the practical functions and formal aesthetics behind these information.

3. Communication ability runs through the whole design process

3.1. Establish the "3E → 3A" principle

The primary task of design communication is to develop the ability of "design expression". Design expression is a kind of presentation reflecting design. Its basic procedure is "observation expression elaboration", which is the "3E" principle. This principle refers to the design of the main body, the designer through language communication and non-verbal communication. Non-verbal communication, also known as body language, refers to people in the process of communication, do not use language as a tool to express opinions, but use other non-verbal ways to convey information. The function of non-verbal communication is to convey information, communicate ideas and

exchange feelings. A deeper understanding of the design project will enable both parties to enter a reciprocal state of "Accept Agree Admire Appreciation". That is the "3A" principle. The promotion and evolution from "3E" to "3A" reflects the rational expression of design.

Design expression is to enrich the communication of the whole design. Therefore, as far as the external form is concerned, the ways of design expression can be varied. Computer media demonstration, entity model demonstration, case analysis and comparison, Market Research positioning and so on, according to specific design projects can choose specific programs to express. In addition, another important task of design expression naturally requires language communication to carry. Because the designer's language is very persuasive for customers, gradually penetrate the designer's own design concepts and design methods on the basis of gradually building trust with each other, and constantly remind themselves to think more from the standpoint of the design object, so as to achieve the most direct and effective design expression. Firstly, an invisible communication bridge is built between the designer and the design object, which will help to achieve a programmed realization in the overall design process.

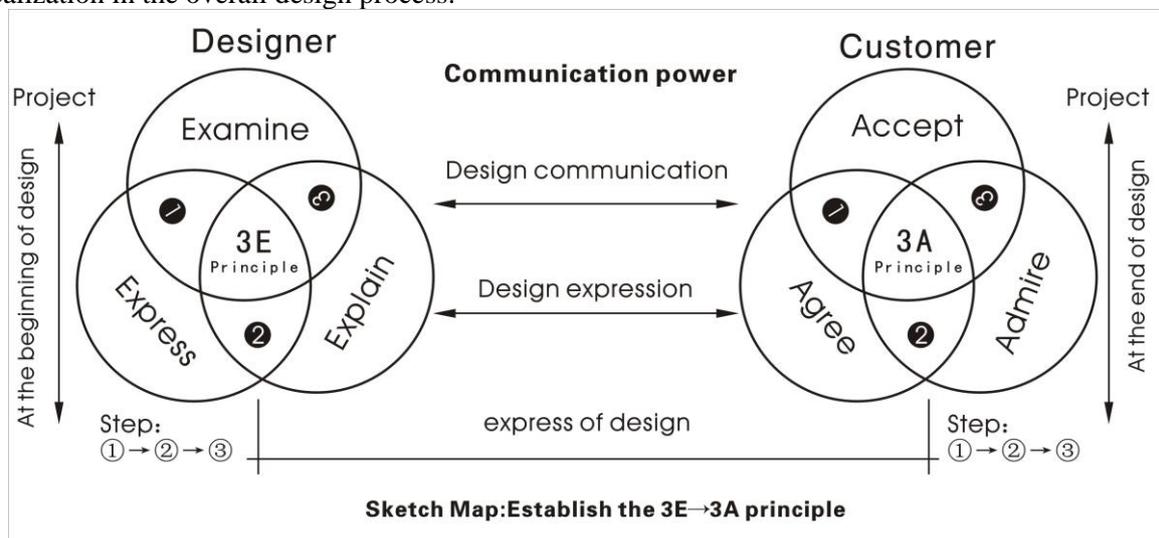


Figure 1. Establish the 3E→3A principle.

3.2. The design process of internal communication

Design refers to the design of communication in addition to outside customers and users, need to focus on the other hand, is designed for internal communication. Design is the design of internal communication in the organization or design team communication and exchange between higher and lower levels, between departments, are required between designers and designers of high-quality communication. As mentioned earlier are often a good design by a design team to complete, from the collection of material and market research, positioning creative ideas, artwork design, the project involves the design of the technical aspects, production technology, materials materials, post-manufacture and design feedback and so on. All aspects of the seemingly self-contained, but in reality is the need to complement each other to carry out the organic integration. Design processes in the 'stabbing outside must first be peace within "a sense still relies on" communication. " Communication design and creative process has become so passionate, so that the whole design process of communication becomes more smooth, more communication and exchange of the design in place.

Effective communication can eliminate a variety of interpersonal conflict, acts of good communication between people, so that the emotional interdependence between teams, a high degree of unity in the design concept, clear and bright on the project to achieve the smooth flow of information to change the team information barrier between the phenomenon of enhanced solidarity and cohesion among the team, team-building and lay a good inter-personal basis. I personally think that the design team's internal communication in the "parallel communication" is essential. Parallel

communication and must be result-oriented. Designers and engineers, designers and technicians, designers and designers, between departments, etc., the most important thing is to communicate the results. The result is caused by a lack of information on the effectiveness of the attenuation, and finally affect the workload between different people. For example: a changes in demand, if not the first time to complete a thorough understanding of project team members, will lead a working part of the last member of a huge backlog of work unknown and uncertain changes to the content. Finally, internal communication in the design process should be noted that reducing the level of communication, because the transmission of information, the more participation, the greater the distortion of information. Therefore, it is best to communicate both direct interviews, in order to make the information timely and effectively with each other in passing, to the effectiveness of communication.

4. The Significance of Communication Ability for the Implementation of Design Process

4.1. Communicate ability within the conservation value of design

Generally speaking, the designer's communication skills develop from three aspects: First, to improve the ability to understand others; second is to improve skills; third is the systematic upgrade their professional level. Review of domestic design community as well as domestic design education, particularly in domestic design education, in terms of this point does seem stretched. Perhaps this will become the design of the education system in the development of a new focus.

China's industry design is not lack of design of processors, but full of wisdom and charisma of the innovative composite design talent. For a designer who Sublimation from the artisan type designers to "originality" of the designer, no doubt is to have a more lengthy process of development. Will work hard to go "do" rather than know how to extract from the practice of design thinking person that the "unimaginative", but only on paper mouth theory has never been to run the "front lines" of people said that the "pseudo-Carpenter" really good designer does not depend on a pile of thick books or a few will be able to take time on the practice. I do not exclude the need for both, but the key is whether the creative design thinking and commander of the overall communication skills. Without effective communication, even the world's greatest ideas will be wasted, good communication is a key step to achieve good design one.

4.2. Communication power of the external expression of the role in the design process

Mature design of communication is the client and designer mutual respect, mutual cooperation in a mutually interactive relationship. Customers must make their own requests and suggestions, that his style of intention to make the best in the design of the program. Such as in the entire product development and design process involves two major means of communication: interpersonal communication through the realization of linguistic signs, people and products to achieve through the form of symbolic communication. These two means of communication to establish a common basis of communication theory, while the performance of different media forms, the designer's focus is different. Communication not only in administration, marketing, business management and other industries has been a great attention but also in the modern design process is reflected in every possible way. Communication and information transfer between the two sides interact in the process, the purpose is to achieve mutual understanding, mutual recognition. Designers to communicate with these different objects constantly adjust the way to get on the feasibility of the product, technology, economy and other information. Information can be adjusted based on these design ideas to modify the design details.

For workers who engaged in the design is often just a fancy design and production of consistently, blindly emphasized design affair, has been designed to focus on the internal system, are often easy to overlook in the design of the body outside the "wisdom" and "strategy" . There is an urgent need for a rational approach for support, in particular about the rigorous and rational design of better than have to play its flexible side. How best to achieve the design of the finished product market acceptance, how to better play designs inherent charm of the extension of degree, how best to promote the audience's

understanding of the degree of the design process, how we are able to travel more smoothly walking in the design both inside and outside it? In a word: communication. Communication ability in the design process to achieve the intensity of the program determines the design sense to start the business and development.

5. Thoughts on Future Design from Communication Ability

5.1. Training and Design Education of Communication Ability

Kenya HARA's book which named "Education of Desire - Creating the Future with Beauty Consciousness", mentioned that design is "education of desire", and the so-called commodity and environment are actually "fruits" harvested from the "soil" of people's desire. In order to produce high-quality commodities and create a good environment, fertile soil is indispensable, that is, high-level desire must be realized. And design is the essential factor that fundamentally affects desire. Carefully designed works can awaken the consciousness of sleeping, and then desire changes, which affect consumption patterns, resource utilization forms, and lifestyle changes.

There are undoubtedly two directions for the development trend of design in the future: one is based on the intelligent, systematic and scientific design after the rapid development of natural science; the other is based on the humanistic, emotional and sustainable design inspired by the humanities. This seems to be the two branches of the future development of "design", but in fact complements and promotes each other, because design is never a solo heroism, but a spirit of cooperation and teamwork. If we want to make the future "design" go further and better, besides the policy support at the national level, the whole society's design institutions, educational institutions, design organizations and designers themselves should devote themselves wholeheartedly to it as a great cause and tirelessly strive to build their own research paradigm and design alliance, which is bound to become a contemporary design alliance. Characteristic flag bearer of Chinese design. This is our rational understanding and attitude as a new generation of designers and design educators. The so-called "Wanzhang Tall Building" rises flat. From this, we can see that the future of China's design education is still a long way to go. Starting from a small point of view and from a small point of view is also our strong response and self-encouragement to the design education in this era.

In view of this, few courses such as Design Communication and Design Management are offered in the current domestic design teaching. From the perspective of design education, it is obvious that we have not done enough in this respect to cultivate the comprehensive qualities that future qualified designers should possess. We hope that in the future design education can be increased. Only by shaping and cultivating students' communication ability, strengthening the cooperation between schools and enterprises and professional practice, and reinforcing the idea of integration of production, teaching and research, can the study and cultivation of "communication ability" be truly realized. After all, design specialty is a highly applied specialty.

5.2. The Origin of Regression Design

With the advent of 5G era, new technologies such as big data science, cloud computing and artificial intelligence have sprung up, and people's desire for a better life seems particularly strong. All this seems to indicate that the design of the future will have a greater use. Then, in addition to professional design knowledge and skills, future designers should also know how to make good designs with both "demeanor" and "temperature" and human feelings. Design can be simple or complex.

There is no absolute gap between complex design and easy-to-understand design. That is to say, the boundary between design can be eliminated, because in essence, "design" is a materialized extension and Inspiration of human way of thinking, and with the continuous sublimation and innovation of people's way of life that is may be one of the contexts of the design language system with Chinese characteristics. Designing is nothing but often arousing people's unconscious emotional fluctuation or weak memory through different forms of expression to produce a "seemingly similar" cultural identity and behavior habits, so you are moved. Designing is nothing but just like picking up all kinds of shells

on the endless beach, and then making them into all kinds of exquisite products locally, so that they have a "1 + 1 > 2" mode of thinking and behavior. This is the logic and presentation of design paradigm in the new era background, and also the self-repair and perfection of design connotation under the inspiration of the new era. Through design, we can make "unreasonable existence" become scientific and reasonable, make "existence is reasonable" become more humane, and make people's growing need for a better life and yearning for more possibilities.

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