

Management of Design Education Is Basic Human Needs for Today & Tomorrow

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Abstract: The present study was aimed to improve the awareness of design education in India. It gives the proper idea to develop the consumer products. This article describe the traditional innovation and importance of the design education. The renowned design institutions are producing new budding designers with technical degrees.

“Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective.”

Brooks, F.P.

(“The design of design: Addison-Wesley Professional”, 2010 ISBN 0-201-36298-8.)

“Design education is the teaching of theory and application in the design of products, services and environments. It encompasses various disciplines of design, such as graphic design, user interface design, web design, packaging design, industrial design, fashion design, information design, interior design, sustainable design, and universal design. The values and attitudes which underlie modern design schools differ among the different design schools.”

Michl,

(“A case against the modernist regime in design education” Jan. 2006.)

Keywords : Design, Policy, Tradition, Environment, Demand.

I. Introduction

Design is the creation of a plan or convention for the construction of an object or a system (as in architectural blueprints, engineering drawings, business processes, circuit diagrams and sewing patterns). Design has different connotations in different fields. In some cases the direct construction of an object (as in pottery, engineering, management, cowboy coding and graphic design) is also considered to be design.

More formally design has been defined as follows.

A specification of an object, manifested by an agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints; transitive to create a design, in an environment (where the designer operates).

II. Importance

Why is Design education so important? Because times keep changing. What is considered fine today is outdated tomorrow with even better. Who would not like to have better advanced version of products and services? What is advancement without style and design?

For a country like India, the need of designers is becoming more important. Our products and services are pursued not only by Indians but foreign clients as well. Indian designs bring out a blend of tradition and future. The world over has started looking towards India for the right products and services. Realizing the increasing importance of design in economic, industrial and societal development and in improving quality of products and services, the Government of India has initiated a consultative process with industry, designers and other stakeholders to develop the broad contours of a National Design Policy.

The vision behind initiating a National Design Policy is to have a design enabled Indian Industry which could impact both the national economy and the quality of life in a positive manner. The vision for a National Design Policy envisages the global positioning and branding of Indian designs and making designed in India a by-word for quality and utility in conjunction with “Made in India” and served from India.

If we need to say more about the role and future of design in India & abroad. Now that the potential is analyzed, should we study design? Of course you will agree that a sharpened tool works better with any application. Same is the case when the companies decide on designing their products & services. Its time for us to see Design as a promising field for youngsters with talent. In today’s competitive world of brand wars. What sells one brand from the other is its design value. Design is becoming an inherent part of every manufactures marketing mix.

III. Design Creation

Design is a very difficult concept to define but one may say that design is a central component of what we think of today as innovation. Design involves not just the aesthetic aspects of a product but also their overall technological performance and character. The act of design involves not just shaping a product's appearance but also involves a range of inputs into the creation of the form and function of a product and its production, marketing and appeal to the consumer.

Defining design is no easy but design can certainly be seen, understood and enjoyed. Simply put design is the opposite of chaos, ugliness and complexity. Creating simplicity out of complexity through a creative process resulting in aesthetics, safety, eye appeal, comfort and several such benefits form the core of design and give added value and competitive advantage to successful companies. At a first glance many students who are intrigued by this mysterious and not so well acknowledged 'word of design' would react to this a "how vague is that" but we believe as you step into this world you would realize its actually true and one needs passion to live it.

The term design has become something of a buzz word in recent years. In the marketplace designer goods are everywhere and consumers are increasingly assessing products on the basis of their design. In businesses and firms design is increasingly understood to give companies a competitive edge and to help in improving things like production processes and times. In policy circles design has also been seized upon as an important industrial resource and a potentially important employer.

Design plays a crucial role in shaping the ways in which consumers find out about a product (marketing and advertising), how it appears to them when they are making a decision (packaging, retail environment, etc.) and in how they experience using the product (and therein the likelihood they will want to buy something more from the firm). Adding value to products and services makes businesses more successful. The more value they add to their core products and services, the better they do. But when they use design to add value they do even better in a show range of ways, including bigger profit, turn over and market share. In the UK the design contribution to the economy is 8% of GDP. In India it is less than 1 % which is why the Indian government published its National Design Policy in 2007 as it realized that many countries benefit from the impact of Design to their economies but India has some way to go yet.

Educational institutions

In India these days Design as a career is big-time and Design graduates from top institutes like NIFT, NID, IICD etc. are commanding high starting salaries. It wasn't so just 7-8 years ago. Corporate India had not quite understood what to do with designers, but due to globalization all that's changed, but the change has been gradual. Not that all of corporate India understands the value of design, many still being unsure as to the role designers can play in their company. And people outside the design industry still do have certain stereotypical ideas of designers. To them a designer means either a fashion or textile designer, although of late they have started to see designers as web designers too.

IV. Conclusion

Designers don't just do fashion, textiles, jewellery or web, they design anything and everything from cars and home products to complete malls. They give companies not just product innovation, but branding and identity design and they are an integral part of industries alike Animation and film and they can get jobs in IT giants, auto major's exotic design boutiques, advertising agencies or television channels.

New channels, new websites, new stores and new companies are sprouting up every day and in this fast changing atmosphere the supply of designers is not keeping up with the demand.

Reference

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