

# Chapter 13

## Study on Solutions and Roadmap of Sustainable Development of Creative Design Industry In China

**Weiwei Feng**

*Jiangnan University, China*

**Linghao Zhang**

*Jiangnan University, China*

### ABSTRACT

*The creative design sector is still at preliminary development stage in China. Internally, the sector faces deficiencies in design philosophy, transformation techniques, industrial chain communication, talents, and comprehensive administration. Externally, it has to deal with unfavorable environment. In order to find a way out, this chapter proposes a roadmap of sustainable development which comprises erecting a public service platform integrating system and establishing third-party public service platforms. The goals are to facilitate healthy development of China's creative design sector, chase up the transformation and upgrading of manufacturing industry, enhance creative design competency, foster micro and small startups of creative design business, help them to pick up market shares and enhance design competitiveness, and ultimately drive the transformation and upgrading of regional economy.*

### 1. INTRODUCTION

*The Communist Party of China Central Committee's Determination on Certain Key Issues for Deepening Cultural System Reform to Pursue Great Development and Prosperity of Socialist Cultures made at the Sixth Plenary Session of the 17<sup>th</sup> Central Committee clearly advocates formulating a modern cultural industry system, promoting cultural and science & technology innovation and establishing the cultural industry as a backstay of the national economy. Furthermore, the Outline of the 12<sup>th</sup> Five-Year Plan for National Economy and Social Development and the Cultural Industry Promotion Plan also propose to make enormous efforts to develop the cultural industry. Hence it is vital to enhance the core competency*

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of the creative design industrial chain, strengthen the influence of China's own design brand, drive the shift from "Made in China" to "Created in China", and shape an innovative country.

Creative design, starting from core concepts of culture, aesthetics and users, uses intellectual resources to support development of new products at manufacturing enterprises. By combining the culture and science & technology in an organic manner, creative design elevates user experience, cultural significance of products and quality of living environment. Accompanied by deep development of knowledge economy, the creative design sector has evolved to beyond a mere concept and become a direct reality with significant economic benefit (Tian, 2005). In order to satisfy the need of featured conglomerate creative design sector for science and technologies, it is necessary to set up third-party service platforms. The platforms will find sally ports in terms of modern art design theories, techniques, design management and marketing methods and perform studies on basic common techniques of methods, marketing, collaboration and knowledge management so as to provide specialized intelligent design platforms for creative design enterprises. While probing into the demands of science and technologies along the industrial chain of creative design sector and the overall marketing management model, the resources for creative design will be optimized and new business model be fostered for the creative design sector. In this way, the efforts will be oriented to facilitate healthy development of China's creative design sector, chase up the transformation and upgrading of manufacturing industry, enhance creative design competency, foster micro and small startups of creative design business, help them to pick up market shares and enhance design competitiveness and ultimately drive the transformation and upgrading of regional economy.

## **2. ISSUES DEMANDING PROMPT SOLUTIONS**

The creative design sector is still at preliminary development stage in China. Internally, the sector faces deficiencies in design philosophy, transformation techniques, industrial chain communication, talents and comprehensive administration. Externally, it has to deal with unfavorable environment, e.g. immature market, instable demand and incomplete chain of businesses. Through comprehensive analysis, we identified four major issues, which require quick actions (Kang, 2013).

### **Creative Design Firms Are in Lack of Professional Intelligent Platforms to Support the Design**

As knowledge is a major driving force of the creative design sector, theories of multiple disciplines and latest information technologies are vital to enhance competitiveness of the sector. However, the lack of professional design platforms in China has been inhibiting the creative design sector from quick update of knowledge and improvement of competency.

Creative design is based on wide span of knowledge and theories, which evolve quickly. But, in the first hand, aesthetics, psychology, economics and other inter-disciplined subjects such as design market-administration and modern art design are yet to be transformed and fused in a systematic manner. Hence, the creation methods are rigidified and design marketing ideas are outmode (Zhang, 2006). Secondly, the creative design sector heavily depends on foreign commercial design software. There are few varieties of design software at key design phases such as design information acquiring, design script drawing and design outcome assessing to suit Chinese designers' habits (Xu, 2010). Thirdly, creative

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