

高等学校工业设计丛书



Case Studies
of Product Design
in China
中国产品设计案例

DESIGNING TOMORROW
产品設計指南

s.point design 著 清华大学出版社

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内容简介 Summary of Contents

本书基于上海指南工业设计有限公司9年来的实战经验，通过8个与国内外优秀客户合作项目的第一手资料，陈述了中国产品设计的现状。同时也有专门章节翔实记录指南设计作为实践者对产品设计的认知以及期望。这是国内第一本产品设计项目实例的专著，主要读者对象为设计院校的学生、设计师和设计项目管理人员，以及企业的决策、市场、产品开发人员。

We present, from our nine-year practice, first-hand accounts of the projects which we cooperated with distinguished clients both local and foreign. The eight case studies in this book can help to illustrate the industrial design situation in China. The narration includes recounts of each project's process, experience and objectives. This is the first book of its kind in China and targets not only design students, designers and project managers but also a corporation's strategy, marketing and product development departments' personnel.

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前 言

武汉理工大学设计学院院长陈汗青教授托我写一本关于“具有实践性的设计方法”的书，要求既可作为设计学院的辅助教材，又可作为设计同行交流的资料。

什么是好的设计方法？其实5年前我也教过一阵子书，很喜欢和学生们一起讨论这个问题。但过去我们可能大都把设计方法看作是一种技能，因此希望抓住某种规律以便速成。其实，设计应该是帮助企业获得市场成功之法，也因此而无常法。

回顾上海指南工业设计有限公司近10年所走过的路程，好像总是处在学习、消化，然后实践的循环中。面对背景需求各不相同的项目和客户，我们永远也找不到一种既定的通用模式去套用。因此，要谈理论、谈方法，不如先说说我们究竟做了些什么。这本书中，我们选取了8个特质各异真实案例，陈述了每一次重新学习、思考和调整的过程。如果一定要总结，我们的体会是：不要试图从设计师或者设计公司的角度去判断对错或定义优劣。设计，是企业解决问题的综合性方案。

这本书，除了希望达到分享的目的，还有一点想为设计说说话的用心。指南设计公司算是中国比较早也比较老的团队，自认一直以来对于设计抱有相当认真的态度。因为相信只有尊重设计，设计才会被更多人所尊重。在这个系统工程中，希望通过设计者的工作，能让更多的企业逐渐了解如何正确运用设计，希望爱设计、懂设计、买设计的中国人越来越多。

上海指南工业设计有限公司 周佚

2006年6月于上海

Foreword

What is good design?

By Zhou Yi

June 2006

This book is born out of a request by Professor Chen Han Qing, head of the design department of Wuhan Technical University. He wondered if I could write a book which focuses on the practical application of design which could appeal both to design students and design professionals alike.

What is a good design process? This is a topic which I liked to discuss frequently with my students when I held a teaching post five years ago. Back then our understanding of design is very narrow. Design was just about product styling and a good design process involves a method to efficiently complete a styling project. Now we know that design is more than just styling. A good design process involves methodology which facilitates a business entity to be successful in the marketplace. This also means that there is no one method which works for all businesses because all businesses are different.

These ten years in s-point design has been a long journey. Because every client and project is different, the endless cycle of learning, digesting and realizing a product continues till today. It is almost impossible to find a method which suits all clients and projects. So instead of talking about methodologies, it would be much more interesting and useful to illustrate real case studies. In this book we have compiled eight different case studies to demonstrate the endless learning process that we go through. To summarize, design and the design process should be assessed neither from the designer's nor from the design consultancy's point of view. They are good only if they are suitable and can aid the client and project.

We hope this book is not only enjoyable but also a good promotion for design. s-point design, although having been around for some time, still anticipates that design can play a bigger role in society. Only when one respects design, can design be taken more seriously by more and more people. Within this current system, we hope that through design, we can help more businesses understand and implement design. We also sincerely wish more Chinese people will understand, love and buy good design!

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Design cannot exist independently. It is a vital approach for enterprises to succeed in the marketplace.

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设计的概念

设计是产业链中的一环。

设计不能独立存在，它是企业在市场中的重要生存手段。

.....

Design Team and Project Process

设计团队及项目流程

The most valuable resource for a design consultancy is its people. An excellent team is a prerequisite. It involves not only the capability and quality of every team member, but also how each team is structured; how the team members coordinate with each other; and the maturity of its management system for project coordination.

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设计公司最宝贵的资源是人。一支优秀的团队，是一切设计项目能够良好运作的首要条件。这其中，既涉及到每一个成员的个人能力和素质，更取决于整个团队的构架是否完善，成员之间的配合关系是否恰当，以及有没有一套成熟的体系和出色的管理来协调整个团队的工作。

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Design for Communication 通信产品设计

Project Name: euroset 5000 family
Client: Siemens
Year: 2005
Offerings: Research, Industrial Design

项目名称: euroset 5000电话机系列
客户: Siemens
项目时间: 2005年
工作内容: 设计研究, 工业设计

The euroset 5000 is a family of analog phones designed for the global market. Following the euroset 2000 family, Siemens Communications decided to focus on the rapidly growing Asian market. Meanwhile, Siemens began cooperating more with suppliers around the Shanghai district.

With this background in mind, Siemens AG hired s-point design for the product design of their next generation corded phone (euroset 5000).

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西门子的euroset系列, 是为全球市场推出的模拟电话机产品。euroset 2000系列之后, 西门子通信部门越来越多地关注以中国为代表的亚洲地区的产品和市场, 并进一步开展与这一地区供应商的合作。

在这样的背景下, s-point design为西门子通信的新一代euroset 5000进行了一系列的设计工作。

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New Concept for Drinking Water 新概念饮水机

Project Name: Drinking Water Dispenser
Client: Hyflux
Year: 2003
Offerings: Industrial Design

项目名称: 饮水机
客户: Hyflux
项目时间: 2003年
工作内容: 工业设计

This brand new concept proposes a new product structure and usage. By fully understanding the operational principles of the product, s-point design cast aside the conventions associated with a common water dispenser. The design team reconfigured the internal components to better address water generation, filtration and heat dissipation.

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s-point design在充分理解产品工作原理的基础上, 推翻了惯常对于饮水机的定义, 重新解析了产品的构造, 使各个部件的空间关系最大程度上符合生水、过滤水的流程, 并兼顾散热、电路的要求。

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An Interface for New Technology

寻找新技术的人机界面

Project Name: Kids' PC

Client: Intel (U.S.A.)

Year: 2003

Offerings: Research, Industrial Design, Engineering Support, Prototyping

项目名称: 儿童家用电脑

客户: Intel (美国)

项目时间: 2003年

工作内容: 设计研究, 工业设计, 结构支持, 样机制作

Intel USA cooperated with s-point design to develop a new children's personal computer for the Chinese market. The PC aims to educate as well as entertain, and provides a new way of interfacing with new technology.

.....

在这个过程中, 产品往往担当了重要的角色——使用者面向新技术的人机界面。s-point design和 Intel (U.S.A.)为中国儿童开发教育、娱乐用电脑的合作, 就是寻找新技术的人机界面的一次实践。

.....



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Series Designs of

Police Light Bar

长排警灯的系列设计

Project Name: Police Light Bars

Client: Senken Industrial Stock Co., Ltd.

Year: 2004, 2005

Offerings: Research, Industrial Design, Engineering Support

项目名称: 长排警灯

客户: 星际实业

项目时间: 2004年, 2005年

工作内容: 设计研究, 工业设计, 结构支持

Senken has made a strong push into new product development and clear product branding.

For two consecutive years, s-point design created light bars for Senken.

.....

星际把新产品开发以及产品系列的设计作为这种转型最根本也是最有力的推动。

s-point design在两年时间内连续为星际实业设计了两款长排警灯。

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Mobile Identification 移动身份识别

Project Name: eKey
Client: Shanda Networking
Year: 2004
Offerings: Industrial Design, Engineering, Manufacturing Support

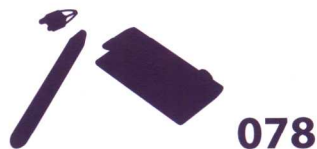
项目名称：盛大密宝eKey
客户：盛大网络
项目时间：2004年
工作内容：工业设计，结构设计，产业化支持

Shanda committed itself to developing the entire gaming experience. In addition to game-related characters and ornaments, Shanda also produces the peripherals required for gaming. They began hardware development by cooperating with a professional product design company.

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与此同时，盛大也致力于游戏周边产品的开发。除去通常意义的游戏伴生人偶及饰品，盛大通过与专业产品设计公司的合作，推出了像盛大密宝这样具有独立技术背景的实体产品。

.....



Handwriting Input 手写输入

Project Name: Wireless Input Pen and Receiver
Client: Intel
Year: 2003
Offerings: Industrial Design, Engineering, Manufacturing Support

项目名称：无线输入笔及接收器
客户：Intel
项目时间：2003年
工作内容：工业设计，结构设计，产业化支持

The pen's design objective focused on man-machine interface and ergonomics, providing users with a perfect writing experience. The receiver's arc shape indicates its function of sending and receiving messages. At the base of the receiver's structure is a pressure spring, offering a simple and cost effective way to secure it in place.

.....

笔的设计重点在于对人机工效的考虑，以带给使用者舒适的操作体验。接收器以一个圆弧作为特征形态，提示了信息的接收和发送功能。底部特殊的压簧结构，用一个简单的方法在合理的成本范围内解决了接收器的定位问题。

.....



From Brand to Product 从品牌到产品

Project Name: Strategic Design of GST Products
Client: GST
Year: 2003
Offerings: Design Research, Industrial Design
项目名称: GST产品策略设计
客户: 海湾集团
项目时间: 2003年
工作内容: 设计研究, 工业设计

Another important player are the design consultancies. Today designers in China are helping change the focus from production (made in China) to brand image management (designed in China). The designers with international clientele experience understand the impact of a strong brand to product strategy, and the steps necessary to achieve it.

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另一批人是致力于帮助制造商从生产型企业向品牌型企业蜕变的设计公司——他们在中国市场耕耘多年, 并与诸多国际客户有合作经验; 他们深谙产品策略对品牌的巨大支撑力, 以及调动这种力量的种种方法。

.....



s-core products 中国设计

s-point design's Own Design Brand
Launch: 2005
Products: Woodenware, Porcelain
www.score-products.com
Offerings: Research, Industrial Design
s-point design自有设计品牌
创立时间: 2005年
产品: 木器, 瓷器
www.score-products.com
工作内容: 设计研究, 工业设计

These first two series use wood and porcelain as main materials, which are traditionally Chinese and are easy to work with. How successful these products are is difficult to foresee. But whatever the results of these products, which are born out of interest and dreams, we will continue into the foreseeable future.

.....

木器和瓷器是我们目前选择的两种材料, 它们的共同特点是简单、容易把握, 同时也具有中国特色。这是我们作为开端的一种尝试, 是否能够成功也尚未可知。但无论是出于一种兴趣, 抑或一种理想, 我们都在坚持。

.....

s·point **design**

Industrial Design for Brand Marketing

科学运用工业设计实现品牌营销目标

Design connects

设计的概念

Market opportunities in the traditional industries

传统产业的市场机会

In-house design centers

企业设计中心

Design quality guarantee

设计品质的保证

Improving a products' competitiveness

提高产品竞争力是现时目标但非最终目标

The design team

设计团队

The lateral influence of design within a corporation

设计在企业内部的横向渗透

Starting from design

推广要回到设计原点

Design as part of everyday life

把设计看作是水，不要把它看成一朵花

The design strategy

设计策略的延续性

Evaluating design

对于设计的评估

Effective design

设计的时效性

The role of the designer

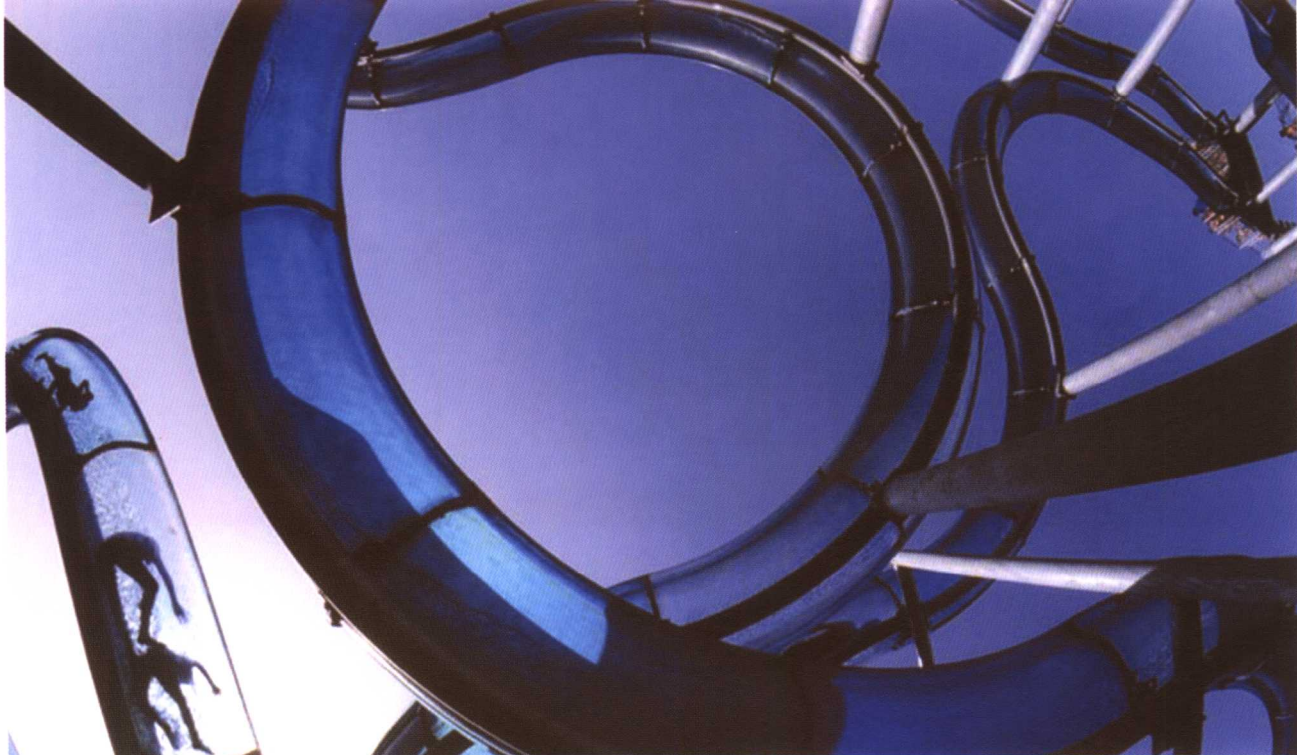
设计不在当下 只在未来

"Honest design"

“老实设计”

"Cost-effect design"

“省钱设计”



Design connects

Design is one link in the industrial chain.

Design cannot exist independently. It is a vital approach for enterprises to succeed in the marketplace.

Design does not play the lead role in economies, but it is an effective means in achieving success.

Design is the connection between cultures, consumers, markets and the industries.

Design has to be one part of the whole industrial chain in order for it to be useful and effective.

设计的概念

设计是产业链中的一环。

设计不能独立存在。它是企业在市场中的重要生存手段。

设计不是市场经济的主角，它是幕后推手。

设计与文化形态、消费群、营销、产业模式等诸多因素息息相关。

要有效地运用设计，就必须把设计放在一个大的产业环境中看。

Market opportunities in the traditional industries

An enterprise should continuously create new product experiences to strengthen the brand.

It is important not only to differentiate your product in the marketplace but to let your users experience the brand continuously.

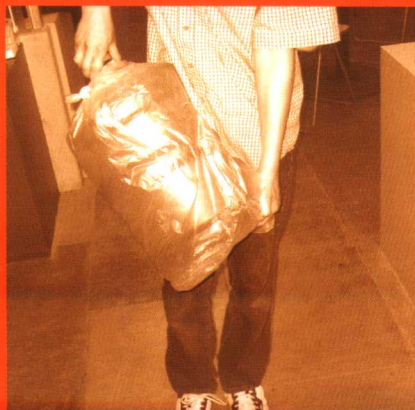
Creativity is not only about technological innovations, but also about design innovations. Without original ideas, it is difficult to create new brand opportunities.

传统产业的市场机会

不断地创造新的使用体验，强化品牌特质。

让用户不断体会到你的产品性格，而不仅仅是看到你的不同。

创意不仅存在于技术革新，也存在于设计革新。没有原创，是不可能有机会的。



In-house design centers

Design cooperation ≠ purchasing styling.

To establish an in-house design team ≠ outside design cooperation is not needed.

The time has come to re-define the role of the in-house design group from just pure surface styling activities to the following:

1. design management effectively manages the whole process from strategy, through evaluation, to implementation.

2. design education effectively advocates design within the corporation.

3. design research makes strategic decisions. This is aided by researching design, markets and consumers.

企业设计中心

外协合作 ≠ 买设计。

建立自己的设计队伍 ≠ 自己做设计。

是重新定位企业设计中心职能的时候了。
从单纯的“做设计”到：

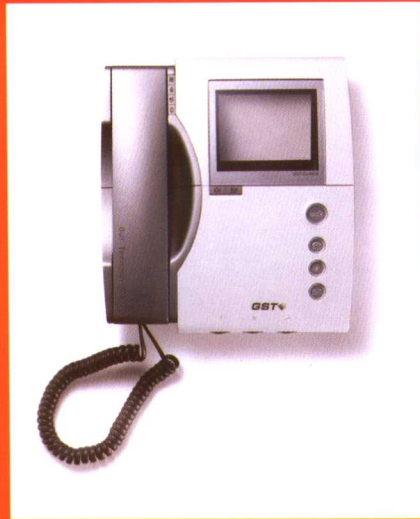
1. 管理设计 对从决策-判断-实施的整个过程必须进行有效地控制。

2. 设计教育 有责任在企业内部普及设计意识。

3. 设计研究 对设计、市场、消费者进行前瞻性的思考。

外协合作 ≠ 买设计

自建队伍 ≠ 自己做设计



Design quality guarantee

It is not enough to engage in pure surface styling of the product. Only when the essence of design is reflected in the end product you can appreciate the true value of design.

To effectively guarantee design quality is not only about good manufacturing techniques, but more importantly it is about having good design management. How effective the management is in turn decided by the people who implement them and how well they understand design.

Only when design is truly appreciated within an enterprise and effectively implemented, that a high level of design quality can be achieved.

设计品质的保证

光设计是不够的。设计的精神只有准确地反映到最终产品上，才能体现设计的价值。

有效地保证设计品质的贯彻，不仅在于技术手段，更重要的是有一套自上而下的设计管理程序。而程序的有效执行，取决于从决策层到管理层，以及执行者的全民设计认知。

设计观念的准确性——确保管理程序的有效性——最终获得可体验的设计品质。