

DESIGN CONTRIBUTION ON PRODUCTS QUALITY

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Abstract:

Designers can play an important role in giving shape a world that is changing, making the design an extremely powerful and effective, with surprising possibilities for intervention. Between design, innovation and competitiveness, there is an indissoluble relationship. Any innovation is the introduction of design elements. But any technical idea, invention or new principle, generate a vast area of possible design configurations, with the necessary modifications. Behind the design actions sits the need satisfaction of human needs, which shows exactly how far we can push the boundaries of product functionality and expressiveness.

Key words: Design, product, package, market, consumer

Jel clasification: M3 Marketing and advertising

The design plays a crucial role in ensuring product quality. The design is one of the basic characteristics of what it means to be human, and a primary determinant of human life quality. Is middle semiotic determinant of the product that connects to the traditional values of the market segment to which it is addressed. Thus, the buyer is delighted that the product they perceive is of high quality. Of course, perceived quality by design must be supported by practical aspects of the product. It affects everyone in every detail in every aspect of what they do throughout each day. Overall the general population knows that the design refers to the appearance of the product. The design is one that changes in technology goods we want.

The design is used in any field of human activity. Here, for example, means designating an effective enterprises that comply with optimum functional: a growing labor productivity; continuous improvement of technologies; change and continuous manufacturing of new products (as varied and diverse assortment); the ease and enjoyment of work; competent management and organization , responsible and flexible. And all this by design, art design and plan the future created by man for man and nature that surrounds him.¹

All products have their design made by someone somewhat unconsciously, either good or bad. Non price factors become more important. Through the process of design companies create superior products suitable or corresponding market demand.

Penny Sparke, design critics and historian (1995), considers that:

¹ Gheorghe Ionescu, Radu Mleşiţă, Nicolae Paină, Metode şi tehnici de cercetare a produselor, Editura Ştiinţifică şi Enciclopedică, Bucureşti, 1980, (pag. 141-142)

... over the last two centuries, the design was associated with mass production and mass consumption.²

Today marks and brands are an essential part of every day of our lives. Everything we buy is labeled and has a well-defined design and carefully chosen. Irrespective of whether we think of sweets, pasta and frozen food, ready meals, sandwiches, all require the same research, development, engineering and marketing studies, as well as of a sports car. At the same time we create products for aesthetic pleasure and emotional fulfillment.

Design principles are increasingly applied by experts in the food industry in the design and achievement of the products. At this level the goal is to correlate technological possibilities with elements of art, so as to obtain products with high utility, which is distinguished by its originality and elegance, which by their artistic value fail to impress, to thrill consumers.

Design - design and planning products for series production - it is a creative process and inventive focused on the synthesis of some instrumental factors as engineering, technology, materials science and aesthetics to develop solutions applicable in the industrial production to fulfill the needs and wishes User within the constraints of technical and social.³

It is necessary that the designer, in addition to serious professional knowledge, have knowledge of psychology and marketing to lead negotiations. Since his knowledge of art, design and so will have more tools in the solution.

In general, consumers are likely to see this topic as separate entities. The vision of a customer's design consists of a direct aesthetic and artistic status and less imagined beyond the product itself.

So we apply the design not only to respond knowing psychically, but also to feed our senses. Production and marketing there is an explosion of new products made in good measure by the contribution of aesthetics, which influences on some determinants of business activity. Aesthetics offers companies multiple benefits so powerful, specific and tangible. Aesthetics can lower costs and increase productivity; every successful product often has constant elements that should not be redesigned. An ID attractive aesthetically allow an appropriate offers and a higher price. The product, to be considered aesthetic, must have other quality traits that to fall primarily on a higher plane on the utility's, thus answers a need physiological well-determined to be comfortable in the preparation and consumption, provide efficiency to satisfy, to

² Sparke, P., An Introduction to Design & Culture in the Twentieth Century, Routledge, Londra, 1995

³ Fiell, Ch. & P., Industrial Design A - Z, Taschen, Köln 2000

provide consumer and sensations of pleasure, to determine the favorable reactions on subjective sensitivity plan.

I.D. It is the practical work of analysis, creation and development of industrial products in series. His goal is to design forms that can be approved before an extensive capital investments and can be manufactured at a price that allows a large sale and adequate earnings.⁴

For example food the design makes it possible to think of food as an edible product itself, as an object that negates any reference to cooking, tradition and gastronomy. By design idea is built into the product so as to sell it but, as is natural, the designers create new images, fantasies. The role of design appears as pithy also in conditions of the analysis of the use of resources. A stylistic design that emphasizes the excessive ornamentation of the products automatically imply a waste of resources and an increase in material costs. On the contrary, a concept based on good design, quality, the rationality of forms, to ensure sufficient consumer "value for money given" shall, of course, reducing costs, eliminating waste and saving resources used.

Diversification seeks to nuance the modalities of satisfying the need that product is addressed and thus, in this way, to increase the competitiveness of the market. It features a particularly rich arsenal, which takes forms: the multiplication of patterns, shades of color, packaging, disembodied elements (name, brand, instructions, price, warranty period etc.); specializing in producing functions or combination of functions can be achieved on three main areas: horizontally, vertically and collateral.

Buyers decide to buy a particular product taking into consideration a variety of reasons. They must choose from a wide range of similar products. There is a whole motivation that determines the act of buying or rejecting a product that relies mainly on quality and cost. An impact is on other factors: advertising, traditions, ideology, etc. There are many ways to integrate design into the development process of new products.

Guy Julier, critical design (1997): The design is:

The invention of creative objects for serial reproduction (ie production in a number greater than one)⁵

Typically, design and development processes are interactive involving a multitude of repetitive activities, from exploring the issue until finding the solution and their selection in order to transform an idea into a distinct project, able to be applied in practice. It is known that values are rooted in the work, social action - historic purchase of basic needs, of humanizing the environment. The design is currently an instrument

⁴ Harold van Doren, Industrial Design, Mc. Graw-Hill Book Company Inc. New York, 1954, pag. 3

⁵ Julier, G., Dictionary of 20-th Century Design and Designers, Thames and Hudson, Londra, 1997

which gives distinction to products, but also a particularly effective competition conditions and widening plan manifested on both the national mostly internationally.

Tomas Maldonado, designer (quoted in 1994):

Design is creative activity, which consists of determining properties of objects that are formal industrial products.⁶

Another point that has grown is trade online as Teleshopping and web development that meet consumer needs without having to leave his room. The explosion of media channels offers many alternatives to the classic, forming a sophisticated consumer, benefiting from a variety of offers and that appears eager to use them. If we follow carefully the products based design history, we see that, beyond their diversity merchandising, formal and functional, these products have a number of points in common: particular technique of consistency, a form of particular use and a form of particular communication . Today, the product is considered to be not only a physical entity but also psychological at the same time.

Development of product supply is never simple or direct; it requires careful research, proper planning, meticulous control, thus lending a multidisciplinary methods of marketing, engineering and industrial design. Combining social sciences, technology and applied art will never be easy, but must be done to meet the demand.

Thomas Munro, critic (1949):

Industrial design is the art of producing or planning the production of objects, mostly three-dimensional, so make them suitable for practical purposes, utilities and also aesthetically satisfactory in terms of visual and other grounds.⁷

Today's man needs more than ever in the past to produce and use for its needs and society's material goods that contain among other performance and aesthetic value as a component. Whatever the criteria for classification of products by origin, grade processing technology, destination, purpose, durability, tangibility, how participating in the production process and their values, habits purchase, the design is the most powerful tool of differentiation. The design gives the aesthetic dimension of quality goods in perfect harmony with technical and functional size, ergonomic, technological and, not least, environmental protection. Therefore, he must be designed as judiciously as effective. Be comfortable, inexpensive, safe, easy to use, simple, economically produced and distributed, providing a strong competitive advantage in the market.

⁶ Bürdek, B., Diseño. Historia, teoría y práctica del diseño industrial, Gustavo Gili, Barcelona, 1994

⁷ Quarante, D., Elements de design industriel, Polytechnica, Compiègne, 1984

Packaging materials have eased the transition from producer to market food and self-service system, and in addition, contributed greatly to preserve freshness, hygiene, taste and smell.⁸

Designers can play an important role in giving shape a world that is changing and giving opportunities to new behaviors. The new design is not only concerned with the design of objects of mass production, as was the classic design, but dealing with the creation of a relation between human and artificial world, a world made up of a mix of technology, information services, so close by human that they become second nature. Our intention is to find answers that troubling world changes consumer in terms of design and aesthetics impact products. Anticipation and planning future products that correspond to changes that occur in the consumers behavior , their needs and taste, as well as permanent alignment to the competitive environment evolution are crucial for a company's survival.

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⁸ Paul Freedman, Istoria Gustului, editura Vellant, 2008, p.260