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Системный дизайн как компонент бизнес-структуры организации

В статье рассматривается дизайн как система взаимосвязанных элементов с точки зрения комплексного подхода к проектированию. Приводится общая характеристика системного подхода, дается описание системного дизайна применительно к организационной структуре в условиях рыночной экономики.

System design as a component of the business-structure of organization

“Design is not a buzzword, but one of the keys to make profit,” – says Ralph Holpern, the chairman of the “Burton Group” board of directors, who managed in five years to almost nine times increase company’s profit. However, he adds: “Design – is what distinguishes the company from its competitors”.

The modern society entered into the stage of development when the tangible world around us, created by man, is experiencing a period of rapid growth. It becomes harder and harder to fill market niches in. Today it is obvious that there is only complex design that can provide highly competitive products. As a result, not only solitary products are created, but holistic structured objects that can stand the merciless competition observed among both producers and the market.

The creation of a harmonious substantive environment to ensure the best working conditions, welfare and recreation for people by means of industrial production can only be provided by *integrated* solution of socio-cultural, technical and aesthetic problems. Currently a designer seeks for, firstly, how to satisfy the interests of a producer (such as sustainable competitive position in the market, timely response to changing market conditions, getting profit) and a consumer (such as purchasing modern

aesthetically expressive and high consumer quality products), and secondly, designers works create a constant *widening* of the list of *mass consumer goods*.

The true authentic design trend is driving for projecting not only individual things but integrated solutions that change and harmonize substantive *circumstances*. Examples are complexes of appliances and equipment, produced world-renowned companies such as INDESIT, DAEWOO, LG-electronic and others.

Design within this context is beyond the scope of singular object designs (one single package, one signboard, one hospital ward, etc.), and becomes systematic bringing the whole design culture and design results to a new level. And a designer from an “artist” and “designer” becomes a “writer” and “director”.

System design owns integrated design techniques allowing to deliver, interpret and solve complex multidimensional problems, that usually have inter-branchnature connected with humanization environment and conditions of life activity in the areas of human life, work, recreation, education and other similar fields [1].

Experience shows that the systems approach of solving such problems provides the most significant effect. System designers use their full potential in each as *scaled* as local project providing multilateral and integral quality of the result

One of the fundamental principles of the system approach is treating every object as a whole, including certain structural elements, each is seen as a subsystem and at the same time respected to its own components as a system. This relationship is almost infinite, because every system can be considered as both system and subsystem [2].

In his article concerning the systemic approach V. Titov wrote: “...elements of a system should be distinguished from the subsystems that are part of the system. As a subsystem functionally distinguished group of elements is usually allocated. Sometimes a subsystem contains only one element, on the other hand, the same element may be included into several subsystems. As an example of such an element included into several subsystems, we take a pen cap, which is included into two protection subsystems (protection of writing unit from damage, and protection of the pen’s holder costume – from contamination) and into a subsystem of pen fixation in a pocket...” [3].

Viability of any system depends on how much is its structure functional. Included into a single complex elements acquire new not previously inherent qualities, creating that way the properties of the whole. Not an element of a system can work isolated. Each of the elements of the system shows its effect only in respect of its place in the system, and the system as a whole is inseparable from the conditions of its existence.

System design is a special type of creative design that includes in a created model all the factors that in any degree affect the process of designing and creating the object, as well as includes the conditions of its consumption and subsequent operation [4]. Logical conditionality of each subsequent step in a chain allows us to ensure the best solution, according to the specific object we have, of the most burning issue the design has: the correlation of functional and aesthetic features problem. Thereby, system design serves as a universal way of organizing designing and covers all the nuances of the newly constructed object, from conceptual development to the options of its future functioning.

One of the first objects of system design is the corporate identity. At the end of the 1960s All-Union Scientific Research Institute of Technical Aesthetics developed for VO "Soyuzelektropribor" an integrated project coordinating text and sign systems for visual communication, working environment, packaging, technical documentation, advertising and product accompanying editions. After more than a half a century, the system approach to the creation of corporate identity is not only *of current importance*, but is the most popular. Because today a designer should be aware of as well market-competitive environment in which companies operate as issues of production and technical capabilities of creating new products that are available to a company and issues of the efficient development of these capabilities.

Today the central issue of product design improvement becomes a technology that practically defines all the technical and economic issues of production. The form complexity affects the amount of material and labour costs at manufacturing. Accordingly, it defines the necessary costs of production and prime cost. Factors that determine the development of design solutions during creating and implementing the project, are integrated framework for the promotion of future advertising campaigns. Design exerts influence onto the formation of the image of produced goods as well as the image of the company. Compositional solutions of products

(color, structure, rhythm, etc.) create the market image of corporate identity. Consequently, the design of a product determines the technological, financial, creative and market firm's capabilities.

In this case, the advertisement must rely entirely on the design decisions. An advertiser should not "seek out" the competitive advantages of the product and at the same time designer laying these advantages into new products should manage the future of advertising and product promotion.

System approach simplifies and accelerates the design process, minimizes the possibility of errors. That allows us to build the financial side of a project effectively, which is today one of the leading conditions of doing business [5].

ЛИТЕРАТУРА

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