

Discussion on Sustainable Design in the Field of Industrial

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Abstract

The development of sustainable thought is continuously integrated into every social field and its level. This article explains the importance of sustainable design in industrial design, and points out that development is the key to sustainable design development. Natural development and human social civilization Continuation is its important positioning, and environmental design is also one of its important core values. It provides a theoretical basis for the future and current development prospects of sustainable design in the field of industrial design and how to further achieve genuine sustainable design.

Keywords

Industrial design; Sustainable design.

1. Introduction

With the increasing development of today's society, scientific and technological innovation continues to improve, which not only opens up new areas of industrial design, but also gives it tremendous development space. However, at present, the passing of resources and the destruction of the environment caused a serious ecological imbalance, which has triggered people's deep reflection in the development of industrial design. Meanwhile the theory of sustainable development has quickly entered various industries, which also gives the road to industrial design places a problem that has to be faced. On this continent where humans have lived for thousands of years, we have the same responsibility and responsibility to protect the comfort and environmental comfort of future life for our children and grandchildren. Therefore, sustainable design will surely flash its due light in the field of industrial design, and it will also have its irreplaceable role of the times.

2. Industrial Design and Sustainable Design

In today's high-quality society, industrial design really faces the disorderly development of the economy, which leads to excessive stimulation of consumption, resulting in non-renewable raw materials and great waste, and the surrounding ecological environment is also greatly damaged^[1]. While the development of industrial design provides people with a high quality of life, it is also accompanied by the problem of destroying the balance of ecological environment. Therefore, industrial design bears the burden of sustainable development in the future. At the same time, new energy is injected into industrial design. Industrial design and sustainable design are inseparable in the development of the times.

2.1 The meaning of sustainable design in the field of industrial design

The term industrial design was officially used in the United States in 1919. As a product of industrial civilization—Industrial Design in order to solve the poor quality and ugliness of the original products, a large number of industrial designers were formally born. They use industrial technology as the foundation and combine aesthetics with technology to enable products to serve humanity through

design optimization. The optimized products greatly stimulate people's consumption and thus increase the added value of the product itself. Sustainable design is a process of incorporating green environmental protection awareness into the product. It is not only based on the existing technology to transform and optimize, but also to change the designer's thinking^[2]. In terms of product appearance, structure, and material design, it is necessary to ensure that the original value of the product is not jeopardized. At the same time, sustainable products must also stand the test of time in maintaining the ecological environment.

2.2 Positioning of sustainable design

Continuously improving the quality of human life and controlling the carrying capacity of the developed ecosystem at a manageable value is a basic principle that we must abide by. This provides a principle of compliance in terms of improving aesthetics, quality, and versatility, as well as leaving valuable resources for future generations to inherit. The most important key word for sustainable design is development, and the positioning of sustainability aims to coordinate the development of all living things in nature and human civilization.

2.3 The significance of sustainable design in industrial design

Nowadays, with the increase of social pressure and the improvement of corporate competitiveness, both enterprises and the government's support for industrial design and sustainable design is constantly increasing. Sustainable design has become a popular and focused endorsement. The design concept itself is also very different from the traditional design concept. Sustainable design is more epoch-making for industrial design, and its own commercial selling point is larger than traditional design. It is an iteration of the times, not only for the development of industrial design, but also for the selling point of products and even for social development. Popularity has played an indelible importance.

2.4 Core value-environmentally friendly design

The scope of sustainable design is very wide, but the core of the main value is to carry out environmental protection design. Environmental protection design is also called green design, and environmental protection design mainly refers to the research on sustainable design, environmental protection, and material reduction^[3]. Recycling of waste products, reuse of material products, and regeneration of materials.

3. Case Study of Sustainable Design

3.1 Rio Olympic medals

For sustainable design, it is necessary to extend the life cycle of products and reuse of waste materials while reducing materials^[4]. For example, see Fig.1, on August 4, 2016, the Rio Olympic Medal was announced, and the concept of sustainability runs through the design. 30% of the silver and bronze materials are recyclable, and half of the ribbon comes from waste plastic bottles recycled from various places. The gold medal is in the form of gold plating. In ensuring its original meaning, sustainable design has given it another layer of meaning. Product life cycle and reuse are more and more accepted by the world, and its own value is more collectible than traditional design.

3.2 Frame of denim fabric

Denim sunglasses brand Mosevic was established by the cooperation of Jack Spencer and Alex Boswell. The brand's characteristic is that all its products-sunglasses, are frames made of denim fabric. However, these fabrics are all recycled. Secondary fabric cut from scrap jeans. In addition, the glasses themselves are not the traditional modeling result of a layer of denim cloth attached to the outer layer of the frame to achieve a visual communication strength, but that the frame itself is made of secondary recycled denim fabric. The general production process is to stack the secondary recycled denim fabrics together. At the same time, the thickness of the denim fabrics varies from the lowest 3 layers to the highest 10 layers. The resin is then used to fuse the denim fabrics to each other to make the thickness

Consistent raw materials are cut with a computer, and the finished sunglasses frames are "sand-washed". At the same time, grinding and polishing are also made by hand. Because each pair of jeans is different in color, texture, and even materials, every pair of Mosevic glasses from the denim sunglasses brand cannot find the same second one in this world, see Fig.2. In this era of prominent personality, sustainable design, on the basis of ensuring the recycling, reuse and even regeneration of its waste materials, grasps the characteristics of the era and enhances the value of commerce, while also reflecting its unique charm.

4. Development of sustainable design in industrial design

According to China's market economy, it has gradually evolved from the previous market competition to market design competition. Both the government and enterprises have given great support and hope to industrial design. Looking at the future of sustainable design in the global industrial design field, The development prospects cannot be estimated. Sustainable design is a new and continual value proposed in the history of human development based on the current state of the times. In line with the trend of the times and walking on the road of social development, it deeply implements every bit of industrial design development. Every aspect of its design, whether it is people-oriented design or sustainable development, must not be ignored. Especially in the contemporary era of technological development, the side effects are also intensifying. While resolutely putting an end to false profitability, we must always keep the commercial standard design with the concept of sustainable development.

5. Literature References



Fig. 1 Rio Olympic medals



Fig. 2 Frame of denim fabric

6. Conclusion

As a human civilization today, each of us has a responsibility and obligation to take over the baton of sustainable design and pass it on one by one, letting people live with nature, industrial design and natural development Coordination allows the widespread spread of sustainable design. For the contemporary and the future, we should go deeper into sustainable design, and at the same time make it more superior to humans in the industrial design field, make environmental protection consciousness, and make sustainable design from nature and serve human, Feedback in the future, applied in the present.

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