

Design Policy System and Its Structure in Korea

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Abstract: The importance of design and design industry as the pivot of knowledge foundation industry in 21st century has been largely understood as a core factor in order to increase the international competitive power subject in industry development. And, the role of design is importantly recognized to citizens daily life in general not only in the industrial development of state and enterprising activities. However, it is the situation that they cannot take direction at all how to manage, develop and apply the design as a matter of fact. This is due to lack of design policy and in such point of view the argument for design policy may be said inevitable.

Since therefore, very enthusiastic and developmental rearing of design industry is difficult to be practical with the vulnerable structure of design policy system as of now. In the conceptual feature of design the design policy shall be free and creative as the premise and be predictive and also that it must be securing for the state competitive power however, with the policy system of lower level unit in the organizational structure it is difficult to secure the ability to promote the design industry being the center of such creativeness, predictiveness and the national industry.

Under such vision this dissertation is to look around the status of design policy of the Government for the domestic design field for development of design and design industry, to grasp and analyze problem areas that the design policy of our country has and, to grope for formation of design policy and systematic structural frame in execution by settlement of concept of the design policy and review of design policy system.

Key words: *Design Policy, Policy System, Policy Structure*

1. Introduction

1-1. Object of the study

The design policy in Korea has been treated as one field of industrial policy or industrial promotion policy with the meaning as a part of the general economic policy of the nation until now. In this aspect, we can say that there was almost no position as the design-based industry or industrial catalyst. It means that most policies, which have been performed in relation to design, were connected with the acquisition of physical wealth but did not contain any metal or emotional aspects.

Therefore, the inspection and discussion on the policy philosophy and policy object for the design policy should be proposed and it is necessary to analyze the design policy system or structure. That is because it is difficult to carry out the enthusiastic and developmental cultivation of design industry. In general, the policy is translated in the aspects of issue of policy, agenda formation and selection, policy establishment, policy implementation, policy evaluation, etc in the policy procedure. However, we can

establish more exact policy model by considering the frame of policy system and structure besides these procedural aspects. In the conceptual characteristics of design, the design policy should be on the assumption to be free and creative and it should be predictable to secure the national competitive power but it is difficult to secure the capability to progress the design industry as a center of these creativity, predictability and national industry with the policy system at the lower level in the organizational structure.

In this point of view, the object of this thesis is to establish the concept of design policy and examine the design policy system for the development of design and design industry and to seek for the system and structure of design policy to form and implement design policy effectively after reviewing the actual situation of the government design policy from the viewpoint of policy system.

1-2. Scope of study

The subject of this study is design policy. The scope of this study is as follows: Firstly, it seeks for the systematic structure form of design policy by establishing concepts and examining design policy system. Secondly, it analyzes what our design policy system has been until now and in the course, the structure and problem of our design policy, and based on this, it would like to propose the system and structure of design policy.

2. Theoretical study of design policy system

2-1. Concept of design policy

The subject of a policy varies little by little depending on what side of a phenomenon the researcher emphasizes. Therefore, the policy concept can be variously defined according to the viewpoint and target. [] To generalize these various definitions of policy, the policy is mainly related to the government activity with the target to be realized and the target is the intentional and planned action instruction to be achieved in the future.

The design policy is the compound word of 'design' and 'policy'. Therefore, the concept of design policy is determined by the concept of design and policy. Among this, especially, the concept of design is more important. That is because most issues related to design policy come out of the design concept than that of policy.

Design phenomenon has the nature to be established in the actual connection to various things to define human life and implies very complicated meaning so it is difficult to define it easily. Therefore, 'design' tends to be differently used according to respective interest field and the design concept also is defined from various viewpoint. [] Considering this reality, it is necessary to clarify the design concept surely. However, this thesis would like to summarize the concept of design policy based on the generalized design concept, which has been widely known, rather than introducing the existing various definitions of design or making new and clear definition specially.

To explain the design policy, it is necessary to understand design in the two kinds of important context, cultural value and actuality implied by design. When recalling the cultural value implied by design, the design policy is similar to the concept of cultural policy in the macro viewpoint. [] Also in the actuality aspect of economic factor to produce value added, the policy can be said as the intentional action instruction of the government to promote the material richness and mental stability simultaneously.

To summarize the concept of design policy, we can say that the design policy 'means the intentional and planned action and its action instruction to establish the middle-and-long term target of the government and to achieve the target to acquire the cultural value and economic value based on the general cultural activities of citizens.' In this sense, at first, the design policy should premise the connectivity of mental and emotional stability, creative aspect and tradition implied in it based on the

cultural activities of citizens. Secondly, it should set up the middle-and-long term target and implement it to obtain the economic value, that is, material wealth. Thirdly, it has the creative nature of the future related to the target as it is intentional and planned. And fourthly, it accompanies actions and action instruction. []

2-2. Component factor of the design policy system

The factors related to the whole procedures of the design policy include many variables such as policy philosophy, policy target, policy means, policy object group, policy executing principal, person and authorities in charge of policy, regulation and institution, social and economic factors, cultural factors and wills of the government and enterprises.

Among the variables to make up the design policy system, the following three basic factors are most important considering the design policy concept and political characteristics.

1) Enterprises : enterprises seek for maximum profit through production and sale of products but it is possible to realize the profit only if equipped with high technical and competitive power. However, the technology to be expressed as a design, may not desirable in the whole social aspect as it is developed to seek for the profit without limitation. Therefore, the design by enterprises is required to be connected to the system to seek for the social and public interests such as the government and academic world.

2) Government : The government is the center to support enterprises' activity and play the political role to make them have the social sympathy and responsibility. It might have relation to maintain the emotion and balance in citizen's life as a consumer and keep the condition for the desirable life. However, it is reasonable that the government's role should take supportive and protective positions rather than leading and active one in the nature of design.

3) Academic world and professional group : The academic world and professional group perform the systematic activities to cultivate and train designers in the design policy system. The systematization of knowledge accumulation, experiments and training covering various fields of design may have the additional effect to induce changes in general educational field and cultural value and actuality of design can be the foundation to form a creative human image. Also, it can provide the systematic prediction for the future change.

2-3. Structuralization of design policy system

2-3-1. Nature of design policy system

The definition of design concept can be reviewed in connection with the internal meaning of design.

First, design policy system should support the creative activities. Therefore, it should not ignore any activity, which is not materialized, that is the intrinsic activity, which is not displayed in the form such as design or idea creation by emphasizing the result only. Rather than, it should emphasize the procedure of intrinsic activities for creation.

Second, in the aspect that design has to contribute to the people's life desirably, the design policy system should exert efforts for the emotional richness and safety of the people's life. Therefore, the design policy system should be equipped with the intrinsic characteristics of duty that the design has to contribute to the affluent and moral people's life.

Third, in connection with it, the design policy system should have the nature to contribute to the living culture and cultural development. The development of design should play the role to succeed and develop the traditional culture in the international environment, secure the position as a culture in the people's life and have the nature as the policy system for this.

Fourth, the design policy system should have the nature to support the core of the economic development to create design demand and to activate the economy.

In this sense, we can understand that the design policy system has the protective aspect and regulative aspect in supporting design and design industry.

2-3-2. Organizational type of design policy system

If prescribing the system of design policy as previously stated, the design policy system should consist of the professionals with high-level professionalism in the aspects of non-stratum type and manpower composition. However, it may be efficient to consist of stratum type and general public officials according to the functional role to be given to the design policy system.

For example, the former will come under the system of divisional structure in the aspect of organizational type. [] The divisional structure has the merit to have the functional professionalism at a high level and to enable to play the role with high autonomy but it is possible to assume the demerit to focus on the research study rather than the role of policy formation and implementation as the design policy system, that is, it is possible to raise a question about the practice of design policy

The latter is to emphasize the role as the policy executive organ to simply perform the design supporting project of the government and it comes under the machine bureaucracy of simple structure in the organizational structure. It has the merit to carry out the policy by using the developed bureaucratic structure with the functional professionalism as bureaucracy and relatively stable structural condition. However, the function to form policy in the design policy system will be vulnerable and there might be a limit of roles for implementing the given policy target.

3. Actual situation of design policy system in Korea

3-1. Function of component factor of design policy system

1) government : The department in charge of design in the government is the brand design dept. in the ministry of industrial resources. The department in charge of it has been changed 15 times since the trade promotion dept was established at the ministry of commerce and industry in 1970, to launch the independent industrial design dept. in 1996, which has been reduced and reorganized only within 2 years.

[] Therefore, the design was not understood as the independent promotion object and the role of the department could not be free from the superintendent role of the promotion organization under the influence of the government.

Furthermore, the government departments, groups and organizations share the common operation and perform the work but do not maintain the organic system.

2) General enterprise and professional design company : The employment of designer by enterprises has been started since Gold Star established 'the design industrial room' to employ designers at the end of 1950's. The electronic device manufacturers started to increase the employment of designers since the establishment of 'design institute' by Gold Star in 1983 and coming in 1990's, Gold Star, Daewoo, Samsung, etc came to have 100 designers or more respectively to invest enormous budget in design development. []

Under the structure of domestic industry in the conglomerate-oriented growth, the design department of enterprises has been activated but the development of professional design company has been delayed. Among professional design companies, the certified industrial design company [] also handles several fields variously so the business filed is not clearly classified and it is insufficiently specialized, there are little companies to have the international competitive power.

3) Academic world and professional educational institutes : The government suppressed the increase of non-productive departments(arts field) with the object of export promotion and educational-industrial cooperation and permitted to establish and increase the productive departments(industrial arts and design) to enable the quantitative expansion and base increase of design since the second half in 1960's. [] Especially, As the society has more interests in design field coming in 1980's, the academic education came to cope with it actively by cultivating competent persons.

However, in spite of the quantitative growth during that time, it is pointed out that it is urgent to

substantialize the education for the cultivation of competent persons to lead the design development. That is because the qualitative level cannot catch up with the quantitative level with the excessive supply of men of ability in 1990's.

3-2. Problems in the design policy system of the government

3-2-1. Philosophy and concept of design policy

When examining the formation, function and the actual condition of design policy system in Korea, it is judged that the design policy performed several duties vertically without any horizontal connection between related organs. The design industry in Korea has been often ignored even during the period of general development of the national industries due to the conceptual lack of the government, enterprises and the national people.

The problems in the design policy philosophy and the government will are as follows:

Firstly, the basic theory or philosophy of design by the government is not sufficient. The design policy system has been changed 15 times for 30 years and in general it has stayed at the level of section in the government organization, which means that there is no basic theory or philosophy of the government.

Secondly, I can point out the little understanding of design. In spite of the fact that design is the core element, which enables to lead products to high value added along with the technical development and to improve the industrial competitive power, there was poor understanding about its importance for the past.

Thirdly, there is insufficient supporting system. Simultaneously with the establishment of 'the 5-year plan for industrial design development' in 1993, the government gives the financial and tax support for the design development at the same level for the technical development, but it is in the insufficient condition compared with that of developed countries and competitive countries.

Fourthly, the promotion policy hardly collect opinions from civil sector. Basically, the design promotion policy of the government should sufficiently accept the opinions from civil sector but there was poor channel for the mutual exchange of opinions between civil sector and the government so it was difficult to establish or implement the policy, which reflected the opinions from civil sector satisfactorily.

3-2-2. Design policy formation and means

As the present design related government policy mainly concentrates on creating the foundation of design industry, there is insufficient plan to reinforce the competitive power through the actual company design development or supporting plan by design field to cover wide areas. Especially, we need to exert diversified efforts and to prepare the institutional participating system to increase the smaller business's design development desire.

The problems in the functional aspect to form the policy system can be pointed out as follows:

Firstly, the policy system to take charge of design policy formation is vulnerable. As the organ in charge of design policy stays at the level of section in the government, it does not have the actual function to form the policy so it does not have the adjustive function.

Secondly, we can point out the non-professionalism of person in charge of design. While the design field needs high-level professionalism, the lack of design policy foundation and fragility of the organizational structure just exclude professionals.

3-2-3. Design policy implementation and policy environment

Recently, as the conspicuous change of policy environment, we can mention the insufficient design protection system. Next, we can point out the poor establishment of design information system. The design related latest information is not sufficient and the introduced information is not shared.

Besides them, the repeated issues for a long time include the following items.

Firstly, it is the poor ability of enterprises to develop design. Until recently, most enterprises avoid new design development due to the uncertainty and development costs arising out of development investment of new products.

Secondly, there are insufficient professional enterprises and design industry foundation. Most domestic design-related service companies are in advertisement and interior design fields and they are small-scaled.

Thirdly, we do not have sufficient professional design personnel. As the domestic design development was not activated, it becomes difficult to expand the design demand and as the opportunity for designers to participate in the field, the foundation to accumulate experience or technologies become weaker. Also people mention the lack of designer's qualification, which is resulted from the fact that not like foreign cases, our design educational system inclines to the arts-oriented education emphasizing the artistic aspect so it does not produce the actual professional manpower, which is demanded at the field in connection with the marketing, engineering, etc.

4. Improvement plan of design policy

4-1. System and model of design policy

As a result to analyze the design policy situation, we can see that there are many problems in spite of many merits and demerits during that times.

The policy target, means, scope and roles should be inspected and the main bodies and influential elements of the policy formation and implementation should be examined to make the desirable policy promotion structure. In consideration of such various factors, we can approach our design policy leading organs in two aspects.

At first, there is a method to establish relatively independent organ, which will be followed by the active support of the government.

From the characteristics of design, it is very positive in the aspect to enhance the free atmosphere and creativity not to be restricted by bureaucratic system or administrative form. However, in this case, it is good to establish the design advisory organ under the direct control of the President with the systematic support to secure the active support system of the government. At this time, the advisory organ should be able to help the policy organ outside of the bureaucratic organization play its role.

At the second approach, it is to establish the department at the level of government office or agency as the chief of vice-ministry of the government organization.

Through this, it is possible to adjust operations between departments and to form and implement systematic policy. It is pointed out how it would maintain and manage the keynote theory of design policy in the stiff administrative structure of stratum characteristics but it can be activated to be a new government organ if the person responsible for the design policy system and the core staff to form and implement the policy understand design sufficiently and if it consists of design professional groups of a wide range of knowledge. As the professionals from various fields take charge of major operations, it is not a new issue to invite professionals.

5. Conclusion

According to the change of worldwide industrial environment, our industry has been rapidly changed recently. It is a well-know fact that in this change, our government changes a lot and devotes its effort to adopt itself to this circumstance of the time. However, there are many times that it is not clear what policy they establish and implement and we are confused by the policy progress without the participation of various professional groups.

In this thesis, I concentrated to establish the theoretical concept and to seek for the policy system

necessary to produce the function and roles of the design systematically in the plural industrial society.

Especially, by analysing the design policy system of the government, I found out the problems out of it and proposed the improvement plan. It should be started from the understanding that the design is not a part of industrial and economic policy but the basic industry to affect all areas of industries and the national strategic industry. And I proposed the system and structure of design policy based on the previous literature examination and the actual situation of the government.

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