

Analysis on Target Group Positioning in Graduation Design of Students of Applied Art Design

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Abstract—Graduation design is a process in which students majoring in art design combine their theoretical content with practice, collate and summarize them, and it is also an important content in the teaching reform of applied undergraduate education. Focusing on the training key of applied undergraduate graduation design, this article takes art design graduates as the research object, and studies the importance of the target group positioning in the graduation design works of art design specialty. No matter what type of graduation design, the target population should be positioned and analyzed. The process of analysis requires that the material, shape, structure, function, interaction and other contents used by students in the final design performance should be in line with the direction of topic selection, which requires students to have the ability to summarize relevant information to the final reasonable performance. In the process of graduation design, especially for application-oriented undergraduates' graduation design, it is more important to accurately position and research the target population in the works.

Keywords—*application-oriented undergraduate education; art design; graduation design; target group; positioning*

I. INTRODUCTION

In practice, strengthening the ability of innovative thinking has always been the goal of applied undergraduate education. Under this goal, practical curriculum education such as graduation design highlights its important role. Graduation design requires a good interaction between students, enterprises and teaching units in order to bring the important role of graduation design into full play. In the application-oriented undergraduate education, the accurate positioning and rigorous thinking mode of the whole process of graduation design is very necessary for the completion of graduation design. In this process, students should master how to select topics and conduct research on graduation design. An important part of this link is the positioning analysis of target population. The accuracy of the preliminary analysis directly affects the next design content. At the same time, it is also necessary to strengthen students'

awareness of the training direction and learning methods of graduation design.

II. TRAINING DIRECTION OF GRADUATION DESIGN IN APPLICATION-ORIENTED UNDERGRADUATE EDUCATION

A. Key Points of Graduation Design in Application-oriented Undergraduate Education

Application-oriented undergraduate education is to cultivate students' ability to apply advanced theories, methods and technologies. This requires students not only to have a strong ability to innovate, but also to cultivate a solid theoretical basis. In the process of graduation design in application-oriented undergraduate education, the cultivation of students' innovative quality needs to be carried out through the training of a series of practical courses and practical teaching approaches such as graduation design. Through practical operation training, the education of students' innovative consciousness, ideas and abilities should be established. The cultivation of innovative ability of applied undergraduate students is the need of higher education development.

The cultivation of innovative ability also needs to be closely integrated with graduation design. With the continuous improvement of the evaluation criteria of traditional graduation design quality, supervision and reform are also strengthened in graduation design in the training program of applied undergraduate education. From the source of the topic to the actual design and production, the whole process aims at production practice, solve problems for production practice, and highlight the cultivation of innovative ability in graduation design.

B. Graduation Design in Application-oriented Undergraduate Education

Graduation design can be divided into design category and thesis category according to the form and content of creation. Design category emphasizes solving problems. The thesis category mainly summarizes and analyses the knowledge in the professional field, and conducts basic theoretical research. Graduation design of innovative and applied undergraduate colleges should emphasize the design of graduation thesis, let students actively find problems and solve problems in practice, apply the theoretical knowledge

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learned during the semester to practice, train students' ability to solve problems, apply and innovate in practice, so as to achieve the goal of cultivating applied talents. Graduation design (specially referring to, in this paper, graduation design of design category) emphasizes solving practical problems, applying the knowledge learned to real life by means of new knowledge, technology and art, and solving the problems found in design through specific design performance, so as to exercise students' innovative ability, problem-solving ability and practical application ability. Although this process is designed, graduation design should be carried out on the premise of accurate basic theory and direction. In order to improve the practical ability and theoretical ability of this type of undergraduates after graduation, the pre-positioning analysis for the target population in graduation design works can improve students' ability of analysis, collation and induction constantly.

III. IMPORTANCE FOR ENTERPRISES TO CONDUCT PRELIMINARY RESEARCH AND TO POSITION TARGET GROUPS

Many people think that design is to make the design works beautiful. In fact, a good design work not only depends on the designer's aesthetic feeling; many people think that design is to rely on the designer's inspiration burst out instantaneously. In essence, a successful design not only depends on the flash of the designer's inspiration, but also needs the designer's rational analysis and induction and experience of life and other rational knowledge.

The content positioning of the design project in an enterprise should be based on the research information made by the enterprise in the initial stage of the project. This part of positioning can be said to be continued positioning, or to be based on the research information of the enterprise, combined with the accurate design performance, that is, the positioning of the design and the positioning of the enterprise, and ultimately accurately convey the design content, so that the use effect of the target population is good.

A. *Accurate Positioning of Enterprises Can Greatly Improve the Acceptance of Target Groups After Products Entering the Market*

Whether a product development enterprise is preparing to design a new product or to improve the existing product, the research and positioning of the relevant information before the design project is very important. It is related to the later work efficiency, design effect and even the acceptance of the target population after entering the market. Only accurate positioning can make the follow-up related work reasonable.

B. *The Subdivision of Target Population Can Help Product Development Enterprises to Identify Target Customers and Have an Accurate Direction in the Design Process*

This direction has a guiding role in the design and is also an important consideration factor in the design performance process. In the ever-changing modern society, the division of various social groups can not only help enterprises to communicate with their accurate target customers according to their own enterprise types and existing enterprise

resources, and analyze the positioning market segments, but also improve the possibility of successful launching of new products into the market.

C. *Accurate Positioning of Enterprises Can Make Product Design More Accurate and Targeted in the Design of Materials, Shapes, Colors and Other Content for the User Group*

Accurate positioning of enterprises can help designers to find design styles for target groups. Generally speaking, designers will judge a design project by their own intuition and work experience. In the process of design, designers should rely on their perceptual knowledge on target groups. However, excessive subjective expression and judgment may affect the accuracy of performance and judgment. This requires designers to have accurate design positioning and use appropriate design methods and means coinciding with positioning content at the beginning of design. In the whole process, designers should play the role of rational logical analysis and thinking, play the role of quantification and classification of tools, combine sensibility and rationality, cooperate with enterprises and make more accurate judgments.

IV. THE IMPORTANCE OF INFORMATION POSITIONING IN GRADUATION DESIGN

In the same way, in order to complete the whole process of graduation design excellently, students shall not only have knowledge of aesthetic principles, but also can analyze reasonably and make a summary completely. In the completion of the whole graduation project, students have to go through many parts, such as topic selection, target group analysis, design content formulation, plan, design plan, effect map, design description, design layout, etc. The content emphasizing design can only be carried out after accurate analysis of the target population. This part becomes the basic direction of follow-up work, and most of the work should be carried out around the target population. The analysis of target population requires students to calmly conduct data analysis and observe behaviors on part of the content.

The research of target group is different from the research of design needs. It is not to carry out design consulting or explanation, but to analyze the psychological goals and needs of target users by the research method of target group, or to infer the unknown needs of users through a certain behavior or habit of target group, and then integrate the analysis of user needs into the design.

V. CLASSIFICATION OF TARGET GROUPS AND ESTABLISHMENT OF VISUAL CHARACTERISTICS OF TARGET GROUPS

According to different ways, the target groups can be classified differently, and the different characteristics of each group determine the performance of the design.

A. *Classification of Target Groups According to Different Individual Factors*

Age: Consumers of different ages often have different visual needs for design because of their different physiology, personality and hobbies. The target populations can be divided into mother-child group, children group, adolescent group, middle-aged group, elderly group and so on. For example, in recent years, the rising of the market for mother and infant products in product design types has increased the research on the market-type products in the graduation design topics of industrial modelling design. The students lack the life experience of this type during the school period. Therefore, it is necessary to make a full design orientation for this kind of target group in order to grasp the direction of this kind of design. Analysis of visual characteristics shall be made by students in graduation design works for this group (such as environmental design, display design, clothing design, advertising design, etc.) This group's visual characteristics need to be gentle, safe and warm. In addition to analyzing visual characteristics of this group, it also needs to analyze the psychological goals of the target group on the basis of their visual characteristics. The unknown needs of the target group can be deduced from a certain behavior or habit of the target group. Then the conclusions drawn from the analysis can be combined with the direction of topic selection of graduation design by using appropriate performance methods.

B. *Positioning According to Gender*

Many designs have obvious gender characteristics in use functions, such as men's and women's clothes. For different factors such as purchasing behavior and purchasing purpose, there are also great differences between the sexes. For example, jewelry brand, snack food brand and so on are positioned in the female market, while outdoor sports are positioned in the male group to a large extent.

Visual characteristics: Men focus more on calm and rational visual characteristics in design. In graduation design, they often use the linear shape, the calm and steady color, and the volume sense of space to express the visual needs of the group. Women tend to focus on warmth, softness and perceptual gender visual characteristics in design. In graduation design performance, they will use curve shape, warm color tone, perceptual clean design and other methods to express the group's visual needs.

C. *Positioning According to Different Geographical Factors*

Regional factors include geographical location and geographical environment. The target groups in different geographical locations and geographical environments have great differences in visual needs.

Geographical location factor: according to administrative region classification, China has four levels: province, county, township and village. According to geographical region, China is divided into seven regions: Northeast, North, Northwest, Central, Southwest, East and South China. The geographical location of the target group is different, and the

visual needs of the target group are also quite different. For example, in the graduation design works of industrial modeling, residents of different geographical locations have different needs for bicycle design. Urban residents like bicycles with novel styles, many functions and light weight, while rural residents prefer durable types.

Geographical environmental factors: China is vast, spanning from east to west, from south to north, forming a variety of geological environment and complex climate environment. For example, in the north of China, the climate is cold and dry in winter, and the demand for humidifiers is very large; but in the south, because of the high humidity in the air, there is basically no demand for humidifiers. Target groups in different geographical environments have different needs for different product designs, such as heat-proof, cold-proof and warm-keeping. Then these demands can be clearly shown in the graduation design performance. Environmental design, product design and so on can use this type of group positioning to select the appropriate design needs.

D. *Positioning According to Psychological Factors (Personality Factors)*

Because of genetic factors, growth and development factors and social environment factors, people have different personalities, which belongs to behavioral characteristics of psychological category and have a variety of different manifestations. The visual characteristics of target groups with different personalities are also different, and the performance of personality can be introverted, extroverted, optimistic, pessimistic, conservative, radical and so on. Extroverted people are prone to excitement and often show bright, intense and strong-contrasted visual features, so they like to choose designs that express their personality. Introverted and conservative groups can be summarized as simple, comparatively neutral, quiet and orderly design needs, and so neutral color contrast and change and calm lines and soft space collocation can be used in design performance to resonate with this group.

E. *Positioning According to Ethnic Factors*

In graduation design, according to visual characteristics of different ethnic groups, the right visual means should be chose to achieve the consistency of ethnic habits, customs and other contents, and ultimately make the graduation design works resonate with different ethnic groups.

Basic classification methods of target group introduced above is not fixed. In the specific design process, accurate classification and positioning analysis can be made to target groups according to the corresponding design content, in order to ensure the targeted performance of graduation design.

VI. CONCLUSION

Through the analysis of the key points of applied undergraduate education and the types of target groups in graduation design, it is concluded that reasonable analysis ability needs to be emphasized on students in the teaching process of applied undergraduate graduation design. Only

the combination of rationality and perception can make the ideas of graduation design work smoothed and clear, and eventually excellent completion can be achieved.

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