

The Construction and Practical Exploration of The HQD Project Model in Shanwei through Industrial Design Empowerment

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Abstract: This paper is set against the background of the "High-Quality Development Project of Hundreds of Counties, Thousands of Towns, and Tens of Thousands of Villages"(The HQD Project) in Shanwei City, Guangdong Province, and explores the role and strategies of industrial design in this project. First, it briefly describes the development status of industrial design in Shanwei. Combining the important role of The HQD Project in county development, urban enhancement, rural revitalization and urban - rural integration, it proposes a "3 - 3 - 6" implementation model for industrial design to boost the project in Shanwei, which includes three major initiatives, three major campaigns and six major projects. Through the practice of gold, silver and jewelry design, it verifies the practical effectiveness and potential of the model. The research results show that industrial design plays an irreplaceable role in promoting regional balanced development and achieving the goal of common prosperity, and provides replicable and scalable experience for the coordinated development of urban - rural areas and regions in Shanwei and even the whole province.

Keywords: Industrial Design; The High-Quality Development Project of Hundreds of Counties, Thousands of Towns, and Tens of Thousands of Villages (The HQD Project); Model

1. Introduction

The "High-quality Development Project of Hundreds of Counties, Thousands of Towns, and Tens of Thousands of Villages"(The HQD Project) [1] is a key measure by the Guangdong provincial government to implement the national rural revitalization strategy, promote regional coordination, and reduce urban-rural gaps. It is the top project for

Guangdong's high-quality development, aiming for common prosperity. Shanwei, as an underdeveloped area in eastern Guangdong, is a microcosm of the province's unbalanced and insufficient development. Studying ways to boost Shanwei's The HQD Project through industrial design is a concrete action to implement the innovation concept and the national rural revitalization strategy. It is an important mission and has great practical significance and social value for industrial designers..

2. The Current Status of Industrial Design Development in Shanwei City is As Follows

Industrial design, an important part of the innovation-driven development strategy, has been included in the national five-year plan for four consecutive times. It plays a key role in promoting economic development and rural revitalization and has been widely recognized. In China, provinces like Guangdong, Shandong, and Zhejiang, as well as cities such as Guangzhou and Shenzhen in Guangdong, have thriving industrial design industries with top - notch development levels and service capabilities. Industrial design has evolved from "design poverty alleviation" [2] to "design empowerment" [3], becoming a crucial force for high - quality development.

However, in Shanwei City, an important city in eastern Guangdong and a key point on the eastern coast, the industrial design industry is still in its infancy. There are no specialized industrial design companies or in - house design departments in local enterprises. This lags behind the status of Guangdong as a major province in industrial design. The uneven distribution of innovation and design resources not only hampers Shanwei's economic growth but also poses potential risks to the implementation of national rural revitalization and innovation - driven development strategies. In 2024, the Shanwei municipal government, for the first time, incorporated industrial design

development into its work report, signaling the growing importance of industrial design innovation in the city's development strategy. This move not only injects new vitality into Shanwei's innovation but also strongly supports the construction of a high - quality development demonstration zone in this revolutionary old area. As industrial design continues to develop, Shanwei City is expected to play a more significant role in innovation - driven development and rural revitalization, achieving comprehensive economic and social progress.

3. Analysis of Industrial Design Needs for The HQD Project

3.1 Connotation of The HQD Project

The main tasks of The HQD Project can be summarized in four aspects: promoting the development of counties, strengthening the capacity of towns, revitalizing the countryside, and promoting urban - rural integration. First, it promotes the high - quality development of counties by guiding differentiated development, strengthening the county economy, and advancing urbanization with counties as key carriers, achieving industry - strong counties, prosperous counties, and county - led development. Second, it strengthens towns' role in connecting cities and rural areas by enhancing their service functions, building beautiful market towns, and developing central towns, specialized towns, and characteristic towns, making towns regional centers for farmers. Third, it builds livable and beautiful countryside by prioritizing agriculture and rural areas, constructing modern rural industrial systems, implementing rural construction actions, and improving rural governance, promoting comprehensive rural revitalization. Finally, it promotes urban - rural integration by strengthening urban - rural planning, infrastructure, factor allocation, ecological environmental protection, and basic public service integration, breaking the urban - rural dual structure, and achieving harmonious urban - rural development.

3.2 Analysis of Industrial Design Needs for The HQD Project

During the implementation of The HQD Project, industrial design plays a crucial role in county development, town strengthening, rural

revitalization, and urban - rural integration.

Firstly, industrial design provides product design [4], packaging design [5], and brand building services [6] for county - specific industries, enhancing market competitiveness and promoting industrial structure optimization [7]. It also facilitates industrial chain resource integration and improves configuration efficiency.

Secondly, in town strengthening, industrial design optimizes urban infrastructure such as transportation, logistics, and information communication, enhancing towns' service capacity and coverage. It also participates in the design of rural public facilities and services like markets, cultural centers, and medical facilities, boosting towns' appeal and urban - rural connections.

Thirdly, in rural revitalization, industrial design promotes agricultural modernization by designing intelligent agricultural machinery and equipment [8], improving production efficiency and product quality. It also enhances rural construction and environment [9], and combines with rural cultural characteristics to design local - specific products and experience projects like handicrafts and rural tourism, promoting cultural inheritance [10].

Lastly, in promoting urban - rural integration, industrial design creates rural cultural, farming, and tourism experiences, enhancing rural appeal. It innovates urban - rural interaction platforms, promoting the flow of talent, capital, and technology, and optimizes urban - rural public service facilities like education, medical care, and cultural facilities, advancing service equity.

Industrial design supports regional balanced development and urban - rural integration through innovation, functional enhancement, cultural inheritance, factor mobility, and experience economy.

4. Strategies for Industrial Design to Boost Shanwei's The HQD Project

Based on industrial design's key role in The HQD Project and Shanwei's socio - economic needs, this paper proposes integrating new - quality productivity, represented by industrial design, into The HQD Project. It presents a "3 - 3 - 6" implementation model, which includes three policy initiatives, three industry - integration actions, and six specialized projects, to create a Shanwei-specific path of industrial

design innovation driving industrial development. (Figure 1.)

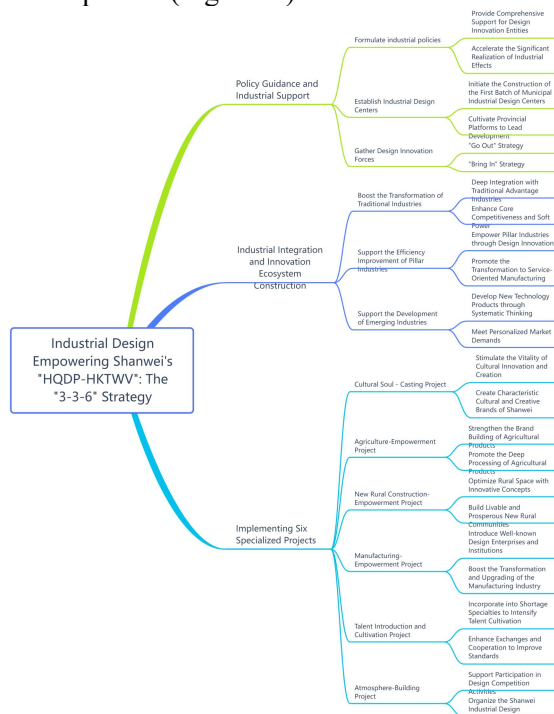


Figure 1. The "3 - 3 - 6" Implementation Model of Industrial Design Boosting Shanwei's The HQD Project

4.1 Three Policy Initiatives

Policy Formulation and Implementation: Collaborate with government departments to develop industrial design industry policies covering innovation space, financing channels, tax incentives, talent introduction and cultivation, and intellectual property protection. This will enhance the strength and influence of Shanwei's industrial design industry.

Cultivating Industrial Design Innovation Platforms: Accelerate the construction and recognition of municipal industrial design centers, and nurture them into provincial demonstration platforms. These platforms will play a leading role in technological innovation, talent development, and industrial services.

Implementing the "Go Out and Bring In" Strategy: "Going out" means establishing institutions in areas with advanced industrial design to acquire cutting-edge concepts and experience. "Bringing in" refers to attracting excellent design institutions and talents to improve local design standards and competitiveness, and building a dynamic and innovative industrial design ecosystem.

4.2 Three Industry - Integration Actions

Traditional Industry Innovation and Upgrading: Integrate industrial design with local characteristic industries, such as colored gemstones and gold and silver jewelry. Enhance these industries from product positioning, brand image, functionality, services, etc., to boost their competitiveness and appeal.

Quality and Efficiency Improvement of Pillar Industries: Carry out design innovations in industries like electronics and new energy vehicles. Improve product performance, experience, structure, and appearance. Support enterprises in using industrial design to optimize production and supply modes, and promote the transformation and upgrading of the manufacturing industry through intelligent manufacturing and personalized customization.

Growth Support for Emerging Industries: Encourage enterprises in emerging fields to adopt a systematic industrial design approach. Develop equipment and products that match new technology trends, explore customized production models to meet market demands, and achieve the conversion of design value.

4.3 Six Specialized Projects

Cultural Soul - Casting Project: Rooted in revolutionary and excellent traditional culture, design distinctive cultural and creative products and brands to highlight cultural characteristics and boost cultural confidence.

Agriculture - Empowerment Project: Apply industrial design concepts to strengthen the brand building of characteristic agricultural products, promote deep processing and new product development, and enhance the quality and influence of "one product per village, one industry per town."

New Rural Construction - Empowerment Project: Use innovative ideas to design the rural image, and improve the rural production, living, and ecological environment to raise residents' living standards and well - being.

Manufacturing - Empowerment Project: Implement the "industrial design into manufacturing enterprises" project. Attract well-known design institutions, utilize local think tanks, and assist in product value addition and industrial upgrading.

Talent Introduction and Cultivation Project: List industrial design as a key area for talent introduction. Encourage local colleges to strengthen talent cultivation, connect with

external excellent design resources, and promote openness and cooperation.

Atmosphere - Building Project: Support participation in design competitions and plan the Shanwei Industrial Design Competition to cultivate a positive industrial development atmosphere.

This "3 - 3 - 6" model offers a clear path for industrial design to boost Shanwei's The HQD Project. Through policy support, industry integration, and specialized projects, it fully leverages industrial design's core driving force to promote the development of culture, agriculture, rural construction, manufacturing, and talent in Shanwei, providing solid support for the successful implementation of The HQD Project and Shanwei's high-quality development.

5. The Jewelry Industry in Shanwei Faces Design and Product Homogenization Issues

The jewelry industry is one of the characteristic industries in Shanwei City. However, it currently faces several challenges, including insufficient innovative design, severe product homogenization, and stagnation in the manufacturing sector. To address these issues, the research team has actively explored innovative design, especially in the creative process. They have fully integrated the cultural connotations of the Qixi Festival and the unique advantages of the local Vatica mangachapoi Blanco (green plum) industry in Shanwei, carefully crafting a distinctive series of green plum-themed jewelry, as shown in Figure 2.

This series of works not only skillfully incorporates traditional culture and local characteristics but also endows the products with new vitality and market competitiveness through innovative design. As a result, the new products have received high recognition and unanimous praise from enterprises upon their launch. The successful design and promotion of the green plum jewelry series have not only brought new business opportunities to enterprises but also provided valuable innovative ideas and practical experience for the high-quality development of both the jewelry and green plum industries in Shanwei. It has explored a new development model led by industrial design innovation, injecting new momentum into industrial upgrading and transformation.



Figure 2. Plum Series Jewelry Design Renderings

6. Conclusions

Industrial design has been instrumental in advancing Shanwei's The HQD Project and achieving common prosperity. By applying innovative thinking and design practices, it has enhanced the quality and market competitiveness of agricultural and rural products, promoted brand building, optimized industrial structures, improved living environments, and supported cultural heritage and innovation. This, in turn, has propelled rural sustainable development, reduced urban - rural disparities, and provided valuable, replicable experience for regional coordinated development and common prosperity in Shanwei and beyond.

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