Research on building “design platform of home decoration” for small and medium-sized cities——Taking Qinhuangdao city as an example

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Abstract. According to the practical problems of home decoration design industry in Qinhuangdao, combining the weakness of the domestic real estate industry and the integration of Beijing, Tianjin and Hebei Province in recent years, the paper puts forward some concrete measures to improve the design level of home decoration industry in this city. On the basis of this theory, we can use the Internet technology to build "Qinhuangdao home decoration design platform" and through the research on the platform system settings and promotion strategy, we can further improve the feasibility and applicability of the research results. The ultimate goal is contributing to the vigorous development of the field of home improvement in Beijing, Tianjin and Hebei.

1. Introduction
In recent years, the real estate industry in China has shown a weak trend, which has brought a great impact on the design industry of the urban home decoration in the blind development. Affected by the law of market supply and demand, the domestic Home decoration industry will enter a transformation period from quantitative change to qualitative change. Survival of the fittest is unavoidable, but the standardization of industry and the elitism of designer quality are imperative! Taking Qinhuangdao as an example, this paper studies the strategies for the benign development of local family clothing industry.

2. The practical problems of the home decoration design industry in Qinhuangdao
In the fluctuation of the real estate industry, Qinhuangdao city influenced by many factors has become one of the "more difficult to do" cities in domestic decoration field in recent years. According to research, our city home decoration industry has the following practical problems: According to investigations, the home improvement industry in our city is mainly characterized by serious localization of home improvement companies, unbalanced industrial structure, backward design concepts, low thresholds for designers, unregulated design fees, serious loss of designer talent, and decline in corporate credibility. These are the symptoms of the long-term and disorderly development of the home improvement industry in our city, and they are also common problems in the domestic small and medium-sized cities. In order to solve these problems fundamentally, apart from deep analysis of their own pros and cons we can not expect external interference. The only w
ay out is to standardize the city's decoration industry market, to comprehensively improve the overall level of the home industry, in order to study the reasonable plan and realize gradual reform eventually.

3. Specific measures to improve the level of home decoration design industry in Qinhuangdao

In order to comprehensively upgrade the overall level of the city's home improvement industry, after summing up, we need to discuss and study the three aspects, such as the negotiation process mode, the decoration design method and the professional standardization system of decoration design, which are as follows:

3.1. Develop fair home decoration design Negotiation process mode

In the city's existing home improvement environment, the problem of interest protection is a recurring problem between the home dress company and the owner. Therefore, we need to develop a fair "home decoration design negotiation process mode" that can guarantee both sides' interests, which is a common rule of home decoration enterprises and owners. The home improvement company shall, based on the standard process of the home improvement plan, address the negotiation content, design method, negotiation method, and fee collection management node between the enterprise and the owner in each link to negotiate the sharing of powers and responsibilities between the two parties. Then it should adopt the principle of equalizing the powers and responsibilities of the parties involved, taking reasonable and fee-based steps, and set up scientific, fair and standardized management regulations and operating rules, and conduct extensive publicity and implementation.

3.2. Promote the advanced design method of home decoration

At present, domestic small and medium-sized cities, especially in the north part of Yangtze River, have been overly dependent on computer renderings, regardless of home decoration design companies or owners. Computer graphics do have inherent advantages, but they are just cartographic tools that can not replace the active brain. Hand-painted is the most direct and quickest way for designers to convey design thinking. The designer who has the skillful hand-drawing ability, may make each kind of novel idea lightning-like leaps, then adds the massive innovation value for the home furnishings design plan. This topic combines the specific content of the design links such as mapping units, floor plan design, perspective sketch design, and the owner's communication plan, and reasonably allocates hand-painted tasks and computer graphics tasks. Through the comprehensive use of the advantages of both hand-drawn sketches and computer graphics, realize the organic combination of the two in the design process, and then improve the home improvement design method.

From the realistic point of view, the combination of hand-painted and computer graphics design method, can solve a lot of tedious problems with simple line and greatly shorten the cycle and the number of changes, then reduce a lot of unnecessary work; In addition, the method is helpful to realize the division of work and cooperation between the designer and the draftsman, which is advantageous to the efficiency improvement; In addition, the expansion of hand drawing guiding design thinking is the essential requirement of the design, and it is the only way for the virtuous development of the family design industry. But mastering hand painting skills requires designers to devote a lot of time and energy to study hard, because this is one of the essential abilities of contemporary designers.

3.3. Implement scientific professional standardization system of home decoration designers

According to statistics, the total number of home improvement designers in Qinhuangdao has exceeded 1000, and the base number is relatively large, but the quality is uneven. Designers should be talents of higher quality and higher quality which are groups that make a significant contribution to the material and spiritual civilization of society. In order to make this group bloom with its brilliance, based on the characteristics of the region, the author puts forward the suggestion of "Qinhuangdao city home decoration Designer's professional Standardization system", which is attractive and binding, from the aspects of the designer's job division, the designer's post grade certification, the different level designer's
fee standard, the designer's post subsidy rules and the designer's post evaluation system, striving to achieve division of fine, elite job, management precision, so that each designer cherish their own jobs, and to strive for a higher level of job to improve the level of business and their own quality, and thus stimulate the enthusiasm of the designer.

4. Construction of "home decoration design platform" in Qinhuangdao
The current society has entered the information Age, the function of "Network platform" is very strong, and making good use of its advantages, can not only be conducive to the promotion and popularization of new things, but also be a role of "organization" and "lead" to the development of some industries. In order to popularize the main research results of this subject by means of high efficiency technology, we propose to construct the "Qinhuangdao Shi home Decoration Design Platform" program.

4.1 System setting of "home decoration design platform" in Qinhuangdao
Qinhuangdao Home Decoration design platform is the public Welfare website which main purpose is to standardize the local industry order, improve the level of design and service quality, and lead the domestic small and medium-sized cities to improve the design pattern of home decoration. The website is built and composed of five main body: Post certification, design training, negotiation process, resource sharing and interactive experience, supplied by other general functions. The details of the five major sections are shown in the following table:

| Serial number | Plate Name                  | Sub-section                        | Main content                                                                 | Implementation form         |
|---------------|----------------------------|------------------------------------|------------------------------------------------------------------------------|-----------------------------|
| 1.            | Post Certification         | Job Division                       | The standard of Job Division of designer and plotter                          | Network publicity           |
|               |                            | Grade Certification                | The position grade standard of the designer and the plotter; List of the city's home decoration designers at each post level | Network publicity           |
|               |                            | Design fee standard                | The corresponding fee-taking standard is publicized according to the position level of the designer and the plotter | Network publicity           |
|               |                            | Post Subsidy standard              | According to the position level of the designer and the drawing division, publicize the annual post subsidy standard and the reward subsidy standard | Network publicity           |
|               |                            | Assessment System                  | Publicize designer, drawing division level assessment and job evaluation system | Network publicity           |
| 2.            | Design Training            | A design method combining hand-drawn and computer | Employing experts to teach the design methods and cases of hand-drawing and computer combination | Online lectures or web-based courses |
|               |                            | Hand-painted and design            | Employing experts to teach hand-drawn techniques and hand-painted design methods | Online lectures or web-based courses |
|               |                            | Business Training                  | Hire experts to talk about single skills and business skills                  | Online lectures or web-based courses |
|               |                            | Construction                       | Hire experts to explain the construction                                      | Online lecture              |
and Technology  
technology and decoration skills of the content  
es or web-based courses

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|---|---|---|---|
| 3. | Negotiation process | Home Decoration Design Negotiation process | Publicize "the process model of the design of home decoration design", and use it as the main system of the platform |
|   |   | Negotiation Process Monitoring System | Designers in accordance with the "negotiation process Model" step in time to upload the relevant information on the design project, and negotiation progress, so that the design process can be supervised by the network media and public supervision to ensure fairness. |
|   |   |   | Network Publicity |

|   |   |   |   |
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| 4. | Resource sharing | Decoration resource Sharing | In the form of the forum, the owner announced the need to decorate the housing, and upload the appropriate information |
|   |   | Decoration Service resource Sharing | Design units, construction units, materials manufacturers and other decoration engineering services related enterprises, can use the forum to upload relevant information and information. |
|   |   | Decoration experience Sharing | Renovation of the two sides in the forum to share experience in the renovation, and to conduct online communication |
|   |   |   | Network Publicity |

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| 5. | Interactive experience | VR experience | VR-based online experience and interactive project for customers (the project resources can be developed by the platform, also provided by the design Unit) |
|   |   | Home Improvement Games | Organized by the platform to develop a home design for the theme of online games, for customers to experience the fun of domestic decoration |
|   |   | Design Competition | Regularly organized by the platform of some authoritative home design competition, modeling competitions, hand-painted contests, or to publish some relevant domestic and foreign competition information |
|   |   |   | Online experience |

Product display, notification and announcements, complaints and reports will be listed as the routine functions of the platform. These functions are not introduced in detail due to the common content, but regular functions are necessary complement for this platform.

4.2 Research on the promotion strategy of "home decoration design platform" in Qinhuangdao
Qinhuangdao Home Decoration design platform, plans to jointly build the city's main industry enterprises, and apply for government departments to give policy support. The funds generated by the operation of this platform can be self-financing, and some apply for government subsidy. This platform
will be composed of network platform and solid platform. The specific settings of the network platform has been described in detail, and the establishment of the entity platform mainly includes: Platform management agencies, platform background maintenance agencies, supervision and inspection agencies, training institutions, marketing agencies and other functional departments.

Qinhuangdao Home Decoration design platform, on the one hand will strive for soft Wen network promotion, Baidu promotion, SED promotion, media promotion, mobile game promotion, and other online promotion model to maximize the overall national decoration Industry Promotion strategy; On the other hand, through the effectiveness of the platform operation, and combined with the newspaper, television, radio, public activities, competition exhibitions and other traditional media publicity, effectively promote the city's home improvement industry standardization reform. And then through the demonstration of the local area, the "home decoration design platform" is gradually popularized and applied in the domestic medium and small cities.

5. Conclusion
Qinhuangdao home decoration design platform, based on the local situation, aims to standardize the regional home decoration industry system so as to build an online and offline industry order mode which can provide reference for other small and medium-sized cities in China. At present, the development strategy of Beijing-Tianjin-Hebei integration will bring new opportunities and challenges for the development of the relative backwardness of Hebei area. In the next step, we will pay more attention to the dynamic and demand of the home furnishing industry in the surrounding cities, and develop a more adaptive and scientific "home decoration and design platform", so as to create a high-end format environment for the development of the Beijing-Tianjin-Hebei District decoration industry development.

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