

YU LIN

JIAN G

**GRAPHIC DESIGNER**

Made In China Process Book

# Project Overview

## **EXHIBITION NAME:**

Made In China

## **SUBTITLE:**

ALL ABOUT RESPECT

## **DESIGN NARRATIVE:**

In the past few decades, Made in China means cheaper and low quality. However, “Made in China” no longer necessarily means cheap or knock-off. China has the expertise, the engineers, and the infrastructure to make quality products, and is doing so. The desire from the world to improve the “made in China” brand and compete head-to-head in the global market, most important Chinese people become better and better base on the Chinese dream.

# Discovery

## Branding

The "Made in China" brand was [historically](#) challenged by the US Cold War media campaigns that reported negatively on the brand and publicized hearings on the security of Chinese products in the United States Congress. Conversely, some advertising companies and the American Chamber of Commerce[citation needed] in Shanghai have since the late 1990s endeavored to shed the Made in China brand of its cheap image, as Made in Japan has done.

## Marketing significance

The Made in China label is the most [recognizable](#) label in the world today, due to China's rapidly facturing industry, its relatively low manufacturing wages[citation needed] and the country being the er in the world.

## Made in China 2025

In 2013, Chinese Premier Li Keqiang and his State Council approved a plan called "Made in China 2025". Drafted by the Ministry of Industry and Information Technology, it took over two years to complete by one hundred and fifty people. The plan's aim is to improve production efficiency and quality.

## How 'Made In China' Became Cool

A revolution in consumer sentiment has spread across China. “Made in China” no longer inherently means [cheap](#), inferior, and unfashionable. The [respectable](#) Chinese brand has emerged, and some have not only caught up with their more established foreign rivals but have actually started to surpass them in China and beyond.

In 2011, 70% of smartphone sales in China were from three foreign brands: Nokia, Samsung, and Apple. At that time, the country's myriad local electronics manufacturers and nascent domestic brands were thought to be little more than cheap impostors, lacking in quality and simply not carrying the same social-proof and status as the [expensive](#) and trendy foreign phones which dominated the market.

“Any [self-respecting](#) Chinese consumer wouldn't be seen dead with a local brand,” Mark Tanner, the director of China Skinny, a Shanghai-based consumer research firm, described the [prevailing](#) attitude of this period.

But now, hardly five years later, this has changed.

“Last year, eight of the top-ten [smartphone] brands were Chinese,” Tanner explained, “with Huawei and Xiaomi in the top spots and local brands quickly eroding the two foreign brands, Apple and Samsung.”

This year, the trend has continued. Oppo, a home grown Chinese hi-tech/media company, recently became the second most popular smartphone brand in China, whose 67% growth was enough to propel it past Apple. According to [various](#) reports, seven of the top ten smartphone brands in the world are now Chinese. This includes Huawei, which is not only the mainland's top handset brand but is currently slotted as number two in Europe and number three in the world.

### Emulating Japan's quality revolution

In the aftermath of World War II, Japan was busy rebuilding itself and shifting production from wartime to consumer goods. And Japanese goods were not initially well regarded or known for their quality.

But that changed as manufacturers embraced the concept of [total quality](#), Japanese quality and efficiency began threatening American manufacturing in the 1980s, notably in both the [consumer electronics](#) and [automotive](#) industries.

Despite an abrupt economic decline in the 1990s, Japanese industry is still world renowned, largely thanks to total quality and Toyota's "lean manufacturing" production model. Only after Japanese manufacturers began to focus on improving organizational processes did they see a dramatic improvement in quality.

Now Chinese manufacturers are beginning to follow in the footsteps of their Japanese counterparts.

China opened it's first "[unmanned factory](#)" in 2015, replacing the need for 600 assembly line workers with just 60 robots. The cell phone module factory's [defect rate](#) has reportedly dropped from over 25 percent to under 5 percent while production capacity has nearly tripled since installing the robots.

According to a Bain and Co. report, in 2017 nearly one-third of the money spent around the world on luxury items (e.g., high-end bags, shoes, watches) came from Chinese nationals. And of course Chinese manufacturers want to cash in on that market as much as any manufacturer. To do that they will have to improve the quality of those products. They have the expertise and the technology. Now with local consumers demanding better products, they have the driver.

"As a whole, Chinese manufacturers don't have the same level of craftsmanship as the Japanese," Tanner tells us. "However, there are a significant number of ambitious, well-resourced manufacturers with cutting edge technology and a vested interest in high quality outputs in China who are manufacturing to a standard at least as good as the West. These brands are not only higher quality than ever before, but they are more nimble than businesses I have seen anywhere else in the world—they have to be to survive in China."

"Made in China" no longer necessarily means cheap or knock-off, though that still exists. China has the expertise, the engineers, and the infrastructure to make quality products, and is doing so. It also has the necessary drivers: a growing middle class with buying power, and the desire to improve the "made in China" brand and compete head-to-head in the global market. In [part two](#) we will take a look at what is being done to improve quality, and how foreign manufacturers contracting work to China can help ensure that their product is properly made.

Automobile quality caught up and at times surpassed foreign brands, the bias that U.S. cars didn't have the same quality as their foreign counterparts persisted. Bad impressions linger long after fact.

The question of Chinese product quality is an important one because to understand trade and supplier relationships with China, we need to have a better understanding of where the quality of Chinese products stands and what kind of work is being done, if any, to improve that quality.


#### Quality in high-tech products

It would be nice if there was a report titled "International Product Quality by Country by Industry by Year: 1980 to 2018." These apparently isn't, but we aren't completely without data.

There have been some in-depth analyses that try to tease out a broad view of Chinese product quality (see References). The most comprehensive we have seen that deals specifically with China comes from the European Central Bank report, "[Is China Climbing Up the Quality Ladder?](#)" written in 2011.

This paper challenges the idea that just because a product costs less, it is of less quality. Instead, the ECB report uses not only prices, but also information on market share to derive quality. The premise is that quality can be derived from consumers' preferences, and cheap only goes so far. If the quality of a product is too low, it simply won't gain market traction.

The most interesting discovery in this report can be seen in the following graphic.

 [Waltal West Rakete](#), Likes Chinese history, culture, food, people, and shopping. Answered Mar 19, 2017 · Author has 335 answers and 299.9k answer views

Yes indeed, and if you shop around you can still find them at a great price.

I have been to China three times, as well as having a Chinese wife and in-laws. At first I bought any cheap bargain in clothes and accessories. Upon returning, I learnt what lasted, and what didn't. On subsequent trips, I also learnt that simply paying more money didn't guarantee better quality. I was often given big name gifts from Chinese family, with the price still attached, that were not exactly bargains. I am still unsure if Polo is supposed to use real leather in its products, or not.

I also identified that you can get cheap knock-offs that were fully featured, higher quality items with imitation features, and higher quality items with full features, all at bargain prices.

For instance I initially bought some obviously Rolex knock-offs for as little as NZD16. One even had self winding and working buttons. Two out of three of these barely lasted a year.

My next watch my wife bought me. At around NZD60 it seemed a rip-off. The buttons were fake, but more than three years later with just one battery change and it still works fine.

Back in the 1950s and 1960s, Japanese products were synonymous with cheaply made. Anyone over the age of 50 probably remembers cheap Japanese transistor radios when they were a kid. We all believed, in the day, that the more transistors a radio had, the better. That wasn't necessarily true, but try telling that to a 9-year-old. And of course, we all knew that Japanese radios might claim to have 10 transistors but really only five of them worked.

Conventional wisdom was U.S. made: Good. Japanese made: Bad.

Fast forward 20 years or so, and the same biases, rightfully arrived at, were aimed at Chinese products. As trade relations grew during the 1980s, so did the influx of often poorly made Chinese products. Most people believed that if a product was made in China, it wasn't going to last. But is that still true today?

Longer Japanese quality was on par or better than U.S. products, the bias that Japanese products were poorly made continued. Ironically, the same situation existed for U.S. automakers when long after U.S. automobile quality caught up and at times surpassed foreign brands, the bias that U.S. cars didn't have the same quality as their foreign counterparts persisted. Bad impressions linger long after fact.

The question of Chinese product quality is an important one because to understand trade and supplier relationships with China, we need to have a better understanding of where the quality of Chinese products stands and what kind of work is being done, if any, to improve that quality.

The rapidly developing electronics and mobile phone industries in China provide strong evidence of its leaders' desire to [assess the industrial value chain](#).

China's mobile phone brands have quietly entered the global market in the last few years. They're challenging established competitors like Apple and Samsung and furthering the nation's reputation as one that values quality and innovation.



Three Chinese smartphone brands, Huawei, Xiaomi and OPPO, are now the second, fourth and fifth [largest smartphone suppliers](#) in the world, respectively. Huawei overtook Apple with 41 percent growth between 2017 and 2018.

But China's advanced manufacturing isn't limited to phones. Dubbed "[the drone dictator](#)" by Time Magazine, DJI Jiang Innovation, at 70.8 for short, controlled 72 percent of the global drone market in 2018. Their drones sell for as much as \$4,999, can fly for up to 31 minutes and can capture [high-quality video](#).

## Why some importers still receive poor quality when sourcing products from China

China has come a long way from its modest beginnings as a manufacturing-focused economy. And if history is any indication, the country will likely continue along its current path toward becoming even more competitive.

But if Chinese factories can compete with foreign ones in product quality, why do many importers sourcing from China continue to receive poor quality products?

### Buyer demand for low prices yields poor quality products

Most importers want the highest product quality, while simultaneously pushing their supplier for the lowest possible price.

But most of these importers don't recognize that [poor quality is often introduced by design, not necessity](#). This is where the old adage, "you get what you pay for", applies.

Let's say you want to manufacture 3,000 Bluetooth speakers at a factory in Shenzhen. You visit the supplier's showroom and see a dazzling array of beautiful audio accessories and equipment.



Impressed with what you see, you decide to work with this supplier. And after repeated negotiation for the supplier's lowest possible price, you put a deposit down on the first order.

A handful of high-profile news stories in recent years have led to China's reputation as a manufacturing hub that churns out low-grade, cheap products.

One example is Mattel's 2017 recall of [children's toys](#), products which contained unsafe levels of lead paint.

And China's own Department of Quality Supervision found that nearly 50 percent of firecrackers sampled in 2017 didn't pass product inspections and testing, revealing that millions of domestic consumers were at risk during Chinese New Year celebrations.

But the press paints a picture that doesn't always reflect the reality of Chinese manufacturing capability at large. Nor is it consistent with the experience of the many successful importers that continue sourcing products from China.

Contrary to popular belief, Chinese manufacturers are increasingly focusing on producing valuable products: developing world-renowned brands and using sophisticated technology. Though not true of every factory in China, the country's manufacturing industry as a whole has certainly made progressive strides in recent decades.

We've seen this on the QC side as more Chinese suppliers, independent of their customers, request third-party inspection

#### All articles in this series:

- [Frenemies: Will China and the United States Live Happily Ever After? —Part 1](#)
- [Made in China 2025](#)
- [Frenemies: Will China and the United States Live Happily Ever After? —Part 2](#)
- [Made in China: From Scary Bad to Scary Good —Part 2](#)
- [Takes of a Kitchen Remodel Sourced in the United States](#)
- [China Comes to America to Talk Quality](#)
- [How Chinese Products Went From Cheap and Cheerful to Trade War Weapons](#)
- [Sino-U.S. Trade: Truth From the Shop Floor](#)
- [Round Table Discussion: The State of Chinese Quality \[VIDEO\]](#)





# Attribute List

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苏新诗古印宋简  
Segoe Script Bold

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Book Antiqua  
Source Code Pro

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Agency FB  
Trebuchet MS

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Century Gothic

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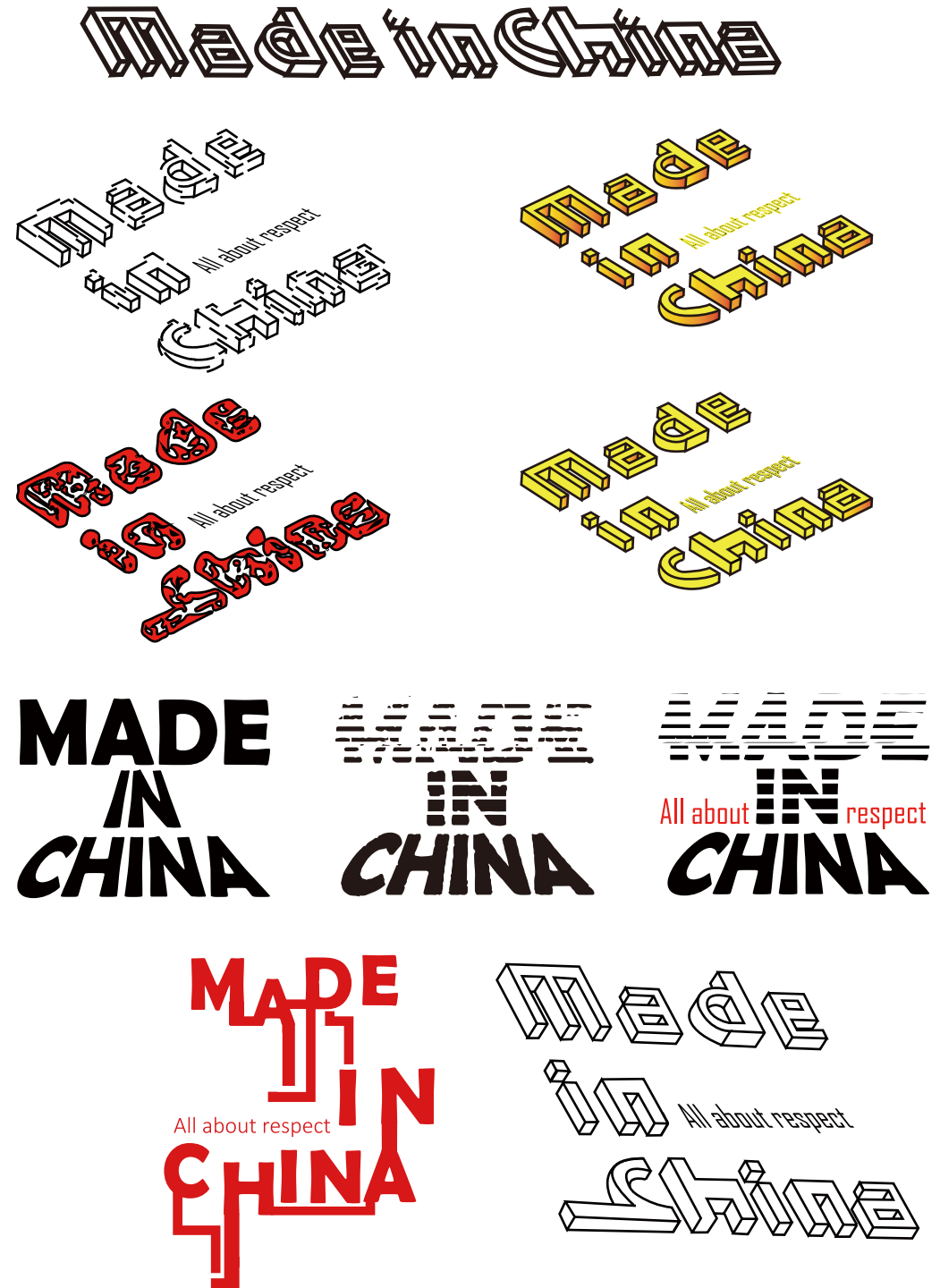
Futura Heavy Oblique  
Tahoma

## Made In China

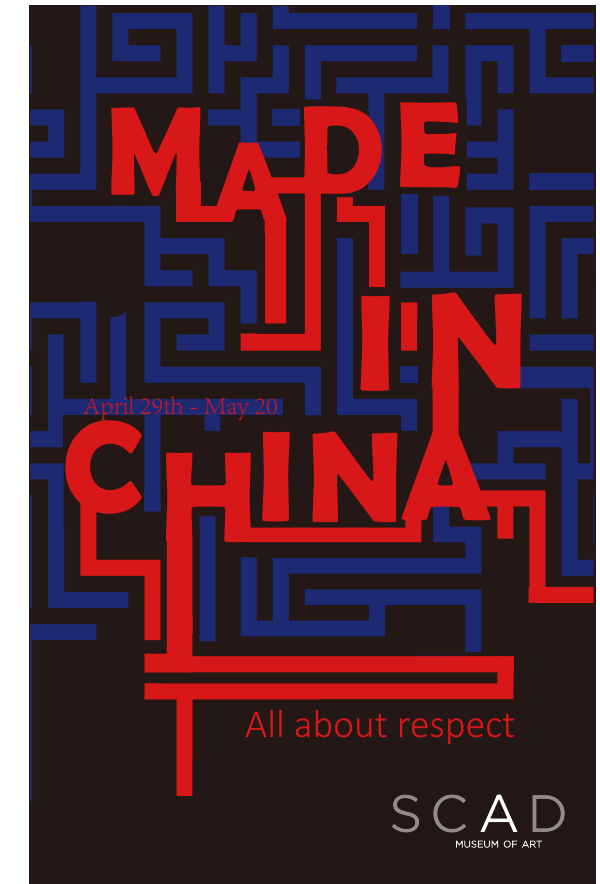
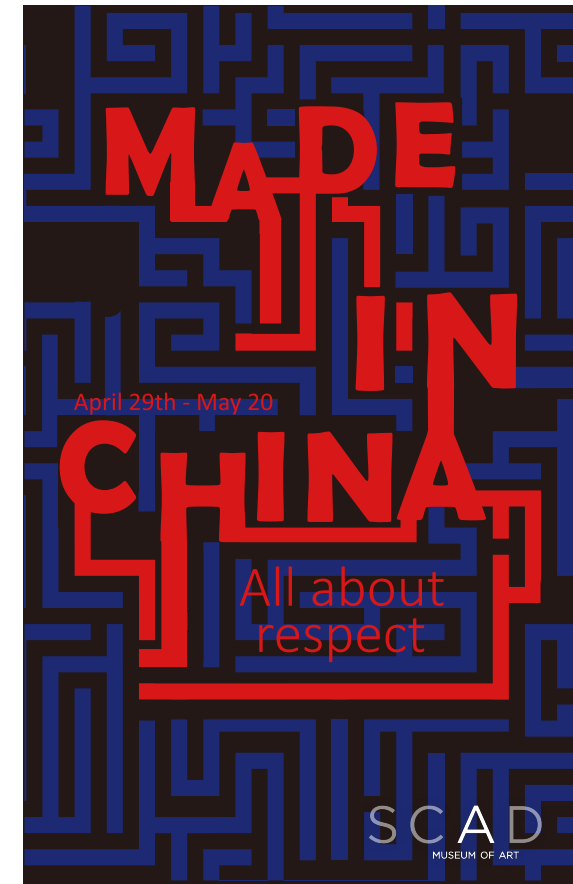
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Calibri Light  
Minion Pro

# Roughs



## Logo & Poster



The final logotype is stamp-style maze typeface made by myself. And the maze means Chinese people were trying to find the right way by themselves. They went to the sideway in the process. However, they are staying on the right path now. This process is respectful. And respectful is earned during the journey.



# Rough

Respectable

Widespread

Spiritual

Reliable

中國製造

1

PAST



中國製造

"Made in China" no longer necessarily means cheap or knock-off, though that still exists. China has the expertise, the engineers, and the infrastructure to make quality products, and is doing so. It also has the necessary drivers: a growing middle class with buying power, and the desire to improve the "made in China" brand and compete head-to-head in the global market.

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中國製造

2

PRESENT



中國製造

Where China's manufacturers initially found their niche filling the world's markets with low cost products they are now also pumping out some of the most sophisticated, cutting edge, and high-quality items available, and consumer sentiment around the world has adjusted accordingly.

But now, hardly five years later, this has changed. "Last year, eight of the top-ten [smartphone] brands were Chinese," Tanner explained, "with Huawei and Xiaomi in the top spots and local brands quickly eroding the two foreign brands, Apple and Samsung."

This year, the trend has continued. Oppo, a home grown Chinese hi-tech/media company, recently became the second most popular smartphone brand in China, whose 67% growth was enough to propel it past Apple. According to various reports, seven of the top ten smartphone brands in the world are Chinese. This includes Huawei, which is not only the mainland's top handset brand but is currently slotted as number two in Europe, number 3 in the world.

Chinese brands are no longer inherently looked down upon, as they were just a few years ago. According to a recent McKinsey report (PDF direct download link), 62% of Chinese consumers now prefer Chinese brands over foreign ones if the quality and price are equal. "Five years ago it would have been well under half," Tanner said. Tanner attributes this drastic about-face in consumer sentiment to four main factors:

- 1) Many Chinese brands have drastically improved the quality of their products
- 2) Chinese consumers are becoming more confident in the social-proof that comes with domestic brands. Foreign brands are no longer anything new in China. They've had a major presence in the country for the better part of a generation, and to the young, jet set of the country, international brands like Apple and Starbucks are on the decline as far as their ability to help flaunt their wealth, sophistication, and worldiness and are becoming just a normal part of the landscape a handful of options to choose from among many others. As some high-end Chinese products are no longer functionally inferior to their foreign counterparts, the footing that international brands once had is eroding fast. The free-fall descent of Apple in China—sales dropping 26 percent so far this year—is just one example of this. According to Tanner, Chinese consumers no longer "need a foreign brand to show they're cool."
- 3) Buying Chinese brands is increasing being seen as a patriotic act. The desire for Chinese people to support Chinese brands for idealistic or patriotic reasons is also rapidly increasing. Chinese people to support Chinese brands for idealistic or patriotic reasons is also rapidly increasing. "People will feel encouraged to support a Chinese brand because they are a Chinese person," Cody Chao, watcher of China's tech space, summed up this phenomenon matter of factly.

This is by far the most important driver of this transition: "Made in China" no longer equates to bad. Where China's manufacturers

中國製造

3

FUTURE



中國製造

Chinese are inherently proud of what they've achieved in the past generation and are now realizing, 'Hey, we're actually a pretty impressive country.'

"If we look back to 2011, 31% of Chinese consumers wanted to support Chinese companies by buying Chinese goods," Tanner said. "Just a year later, it was 43%. It is representative of how fast Chinese consumers are maturing."

4) Domestic cinema ushers in a renaissance of Chinese culture

Contemporary Chinese culture is being helped big time by the growth of domestic cinema, which is using its soft power to promote Chinese brands similar to the way that Hollywood promotes Western brands like Starbucks and Nike. In 2012, 47.6% of China's box office was local films, but last year this rose to 62%, which is something that Tanner said shapes national pride and a preference for all things Chinese.

Some Chinese brands also often have an advanced understanding of their country's multitudinous and complex markets, and are able to devise sales strategies and product features which are highly optimized for the local. Oppo became a model example of a Chinese brand using locally targeted marketing campaigns and technological innovations to their advantage. With highly-promoted technologies, such as phones

of talk time from five minutes of charging. The tides of China's manufacturing empire are rapidly shifting, and consumer sentiment has been following closely behind. Where it was once only about making the largest amount of products as fast and cheap as possible, it's now about quality, marketing savvy, and brand image. Five years ago Xiaomi did well by positioning itself as an acceptable alternative for people who couldn't afford an iPhone or a high-end Samsung, which is a marketing strategy that no flies so well today.

"They don't say that anymore," Chao said. "They say, 'We are good.' This is a new trend for the Chinese smartphone industry, which is now about high-quality, high-price."

"Chinese are inherently proud of what they've achieved in the past generation and are now realizing, 'Hey, we're actually a pretty impressive country,'" Tanner concluded.

Key opinion leaders, such as the First Lady Peng Liyuan, who is very public about exclusively wearing only Chinese fashion, are bringing domestic brands into the forefront and having a major influence on China's consumers. Tanner explained that in October 2012, World Luxury Association found that 86% of Chinese consumers refused to buy domestic luxury products because of their country's reputation for cheap goods. Then, just 18-months later, after what has been dubbed the "Peng Liyuan effect," this number fell to 9%, according to research by Added Value.

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# Final

# MADE IN CHINA



SCAD  
MUSEUM OF ART

Respectable  
Widespread  
Spiritual  
Reliable

中國製造

中國製造

1 PAST

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But now, hardly five years later, this has changed. "Last year, eight of the top-ten [smartphone] brands were Chinese," Tanner explained, "with Huawei and Xiaomi in the top spots and local brands quickly eroding the two foreign brands, Apple and Samsung."

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2) Chinese consumers are becoming more confident in the social-proof that comes with domestic brands. Foreign brands are no longer anything new in China. They've had a major presence in the country for the better part of a generation, and to the young, jet set of the country, international brands like Apple and Starbucks are on the decline as far as their ability to help flaunt their wealth, sophistication, and worldliness and are becoming just a normal part of the landscape a handful of options to choose from among many others. As some high-end Chinese products are no longer functionally inferior to their foreign counterparts, the footing that international brands once had is eroding fast. The free-fall descent of Apple in China—sales dropping 26 percent so far this year—is just one example of this. According to Tanner, Chinese consumers no longer "need a foreign brand to show they're cool."

3) Buying Chinese brands is increasing being seen as a patriotic act. The desire for Chinese people to support Chinese brands for idealistic or patriotic reasons is also rapidly increasing. Chinese people to support Chinese brands for idealistic or patriotic reasons is also rapidly increasing. "People will feel encouraged to support a Chinese brand because they are a Chinese person," Cody Chao, watcher of China's tech space, summed up this phenomenon matter of factly.

1) Many Chinese brands have drastically improved the quality of their products

This is by far the most important driver of this transition: "Made in China" no longer equates to bad. Where China's manufacturers

中國製造

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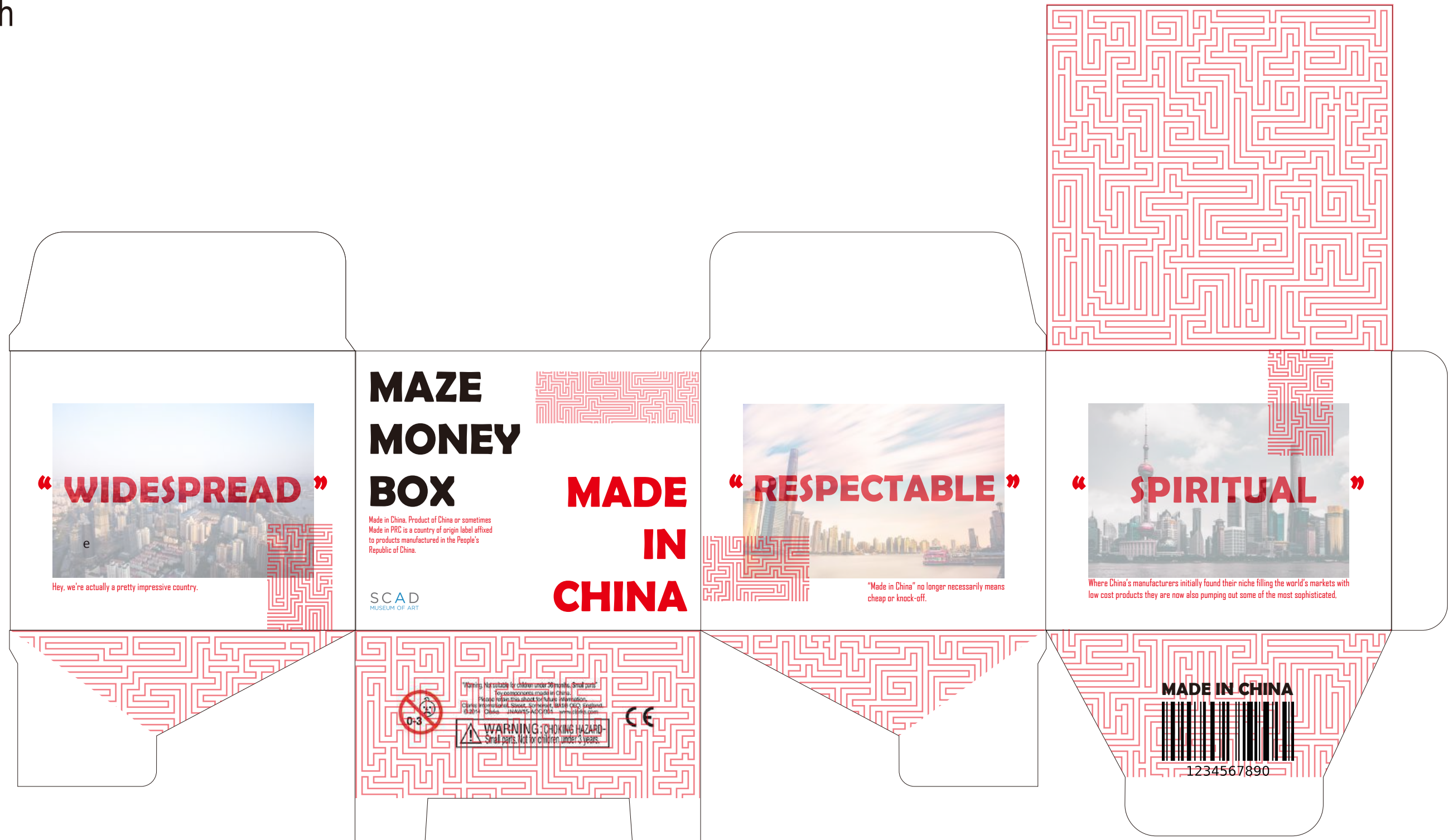
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# Final

This entire book tell us the past, present and futrue of China. Also the image present the same way. “Made In China” means the past decades this term may stand for cheap and low-quality in the first image. The second one stands for Chinese are doing something different at nowadays. The last one is people who will doing the future. And I put the made in China in chinese on the side. Also I did the pattern of the maze as a part of the book.



Rough



“ WIDESPREAD ”



Hey, we're actually a pretty impressive country.

**MAZE  
MONEY  
BOX**

Made in China, Product of China or sometimes  
Made in PRC is a country of origin label affixed  
to products manufactured in the People's  
Republic of China.

SCAD  
MUSEUM OF ART

**MADE  
IN  
CHINA**

“ RESPECTABLE ”



“Made in China” no longer necessarily means  
cheap or knock-off.

“ SPIRITUAL ”



Where China's manufacturers initially found their niche filling the world's markets with  
low cost products they are now also pumping out some of the most sophisticated.

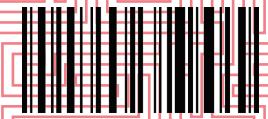


Warning: Not suitable for children under 36 months. Small parts.  
Toy components made in China.  
Please refer to this about for future information.  
Chris Imhoff of Sioux, Scotland, UK & CEO, England.  
©2014 China INAVIS-AG GmbH www.inavis.com

**WARNING: CHOKING HAZARD -**  
Small parts. Not for children under 3 years.



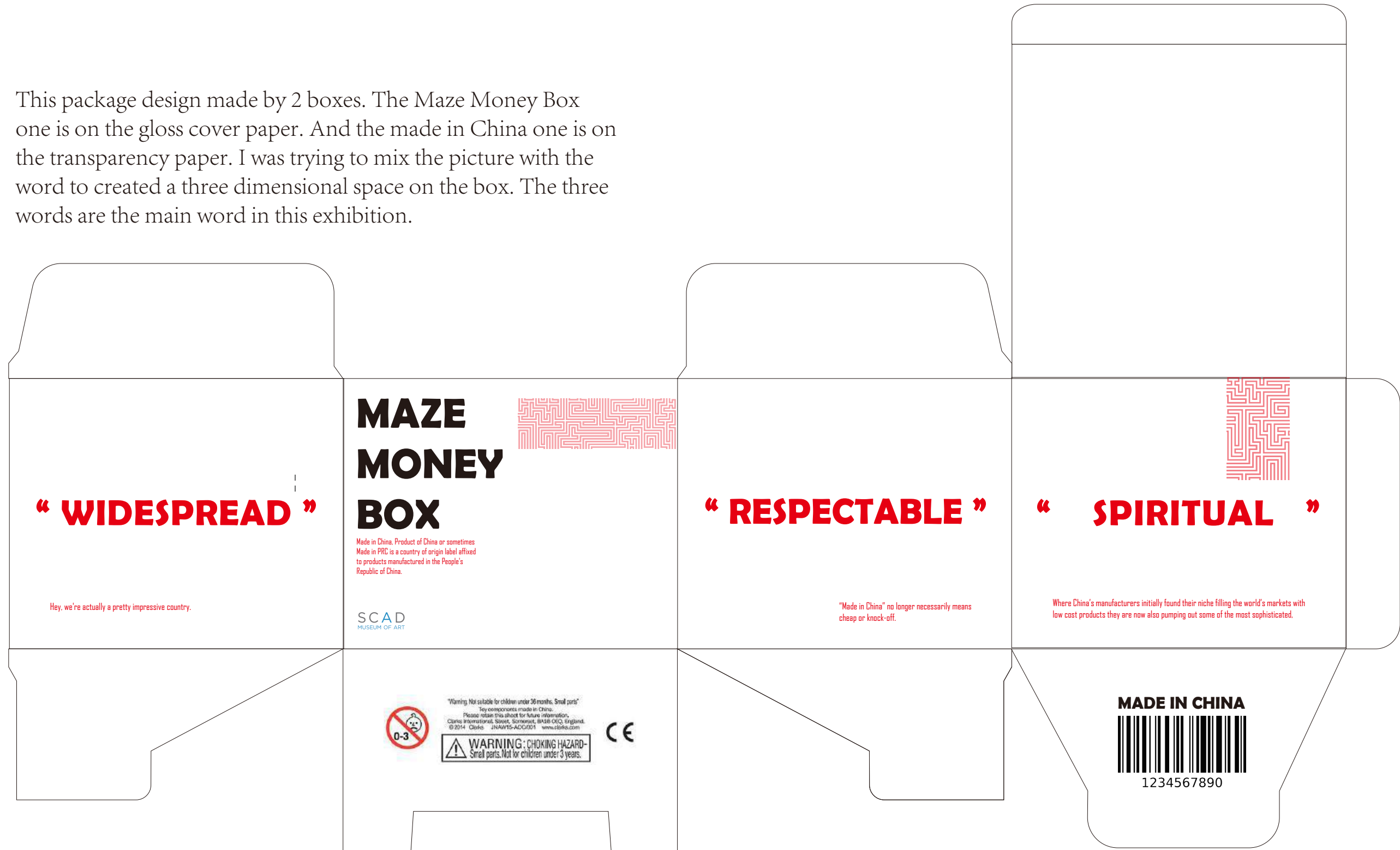
**MADE IN CHINA**



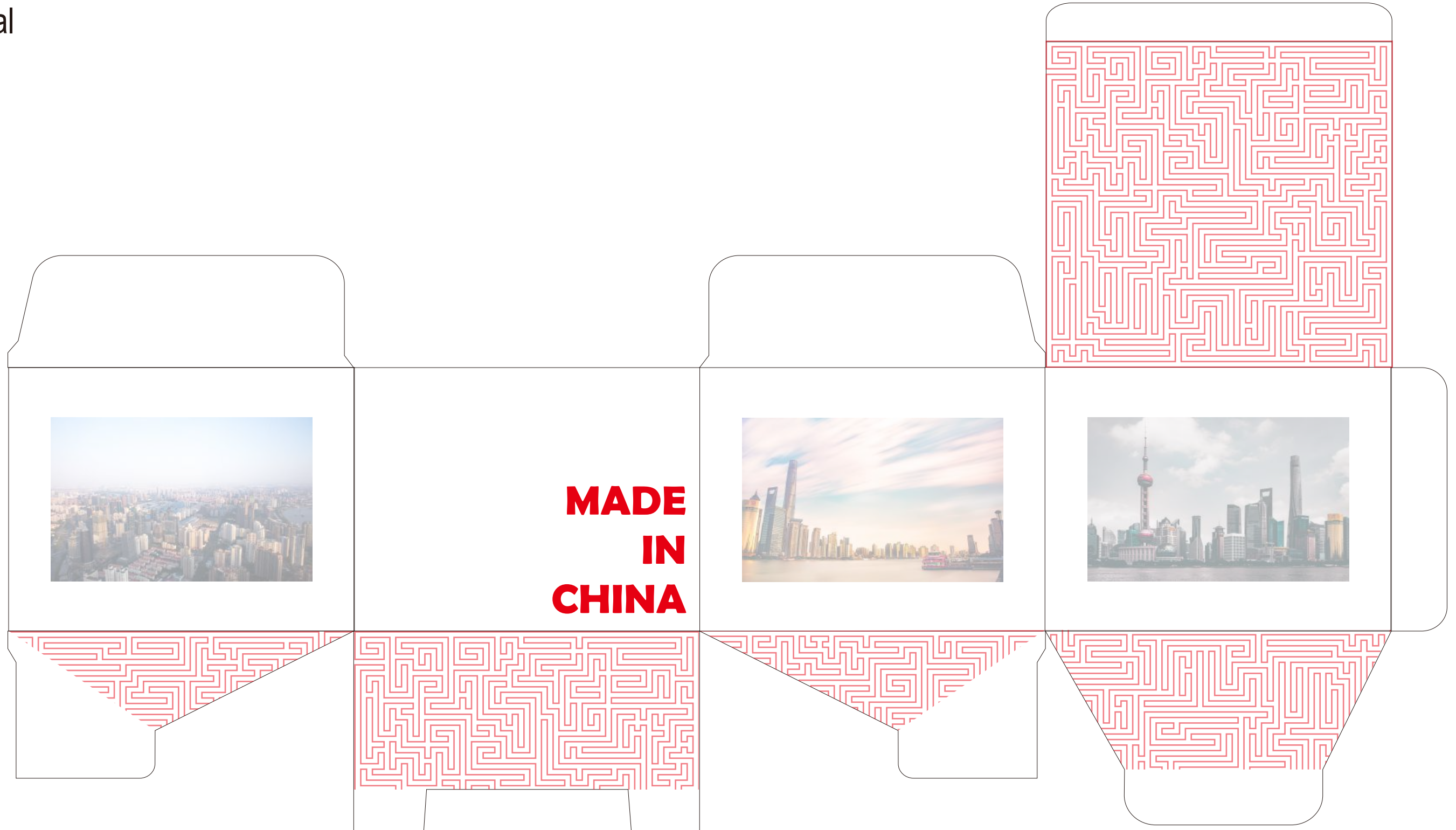
1234567890

# Final

This package design made by 2 boxes. The Maze Money Box one is on the gloss cover paper. And the made in China one is on the transparency paper. I was trying to mix the picture with the word to created a three dimensional space on the box. The three words are the main word in this exhibition.



Final



Final

