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**NATIONAL STANDARD OF THE
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GB/T 46965-2026

Industrial design - Terminology

工业设计 术语

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1 Scope

GB/T 46965-2026 is the Chinese national standard covering the vocabulary of industrial design - the process from brief and research through concept, model and prototype to release, the terms for form, usability and user experience, and the intellectual property terms a design attracts. First edition, in force since 1 March 2026. It was issued on 28 January 2026 and has been in force since 1 March 2026, as a first edition. The document is under the responsibility of the Standardization Administration of China. This page is published from the official record of the 2026 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

This document defines commonly used terms and definitions in the field of industrial design. This document is applicable to the understanding of concepts and information exchange in the field of industrial design, as well as to scientific research, teaching and industrial applications.

2 Normative references

This document has no normative references.

3 Basic Terminology of Industrial Design

3.1 Industrial design By creating or identifying needs, we can comprehensively enhance the value of products (3.7), services (3.9), and systems (3.11), as well as the user experience (3.14). Activities that utilize interdisciplinary knowledge from engineering, economics, and

the arts to coordinate the relationship between technology, business, industry, and innovation.

Note. Industrial design is widely used in the manufacturing of computer, communication and other electronic equipment, electrical machinery and equipment, general equipment, and special equipment. Manufacturing, automobile manufacturing, railway, shipbuilding, aerospace and other transportation equipment manufacturing, instrumentation manufacturing, furniture manufacturing, cultural and educational supplies, arts and crafts. The manufacturing of sports and entertainment products, textiles, clothing, and apparel.

3.2 industrial design team A group mainly composed of industrial designers (3.4) was formed to complete the task of industrial design (3.1).

3.3 The personnel within the industrial design team (3.2) responsible for coordinating and managing the design process and making decisions.

3.4 Industrial designer Professionals engaged in industrial design (3.1).

3.5 Outputs of Industrial Design (3.1).

Note. This includes, but is not limited to, documents and models.

3.6 Leveraging expertise and experience in industrial design (3.1), we provide clients with professional technical and managerial activities related to industrial design outcomes (3.5).

[Source:

GB/T 43879-2024, 3.2.2, with modifications]

3.7 Product Items made or created by people or machines.

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1. Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Industrial Design Basic Standardization Working Group (SAC/SWG31). This document was drafted by: China National Institute of Standardization, Tsinghua University, Zhejiang University, Hunan University, and the International Economic and Technical Cooperation Center of the Ministry of Industry and Information Technology. Technology Cooperation Center, China Industrial Design Association, China Jiliang University, Xi'an Petroleum University, Beijing LKK Technology Co., Ltd., Beijing Institute of Technology Xue, Zhejiang Dahua Technology Co., Ltd., Chongqing Institute of Quality and Standardization, Shandong Institute of Standardization, Qingdao Haier Innovation Technology Limited Liability Company, China Standard

Technology Group Co., Ltd., China Academy of Quality Inspection and Testing, Beijing Shangpin Ultimate Product Design Co., Ltd. Company, Zhengxing Technology Co., Ltd., Sichuan Youke Zhulian Technology Co., Ltd., Jiangxi Provincial Institute of Quality and Standardization, Southwest Jiaotong University, Ruimai Technology Co., Ltd., China National Nuclear Corporation Seventh Research and Design Institute Co., Ltd., CRRC Changchun Railway Vehicles Co., Ltd., and IAT Automobile Co., Ltd. Technology Co., Ltd., and Chongqing Landai Precision Components Co., Ltd. The main drafters of this document are. Wang Shasha, Zhu Xianghua, Gao Xiaohong, Jiang Hongbin, Qu Wentao, Xiao Jinhua, Wang Wei, Zhang Cheng, Zhang Shijuan, and Wang Yanfeng. Ying Fangtian, Liu Xiaotian, Chen Li, Zhou Shu, Li Fancong, Wang Xiaoqiang, Lan Cuiqin, Cao Congyuan, Pei Fei, Zhang Sisi, Liu Chen, Zhou Lin, Wang Yaomin, Mao Rui, Liu Lei, Zhu Shuchao, He Jiawei, Chen Yun, Wang Hongbao, Fu Zhiai, Xiang Zerui, Li Ran, Ni Zhongming. Industrial design terminology