




Module 1 : What is Design

Lecture 2 : Design Philosophy; Creativity and Innovation in Design; How Creative Idea Happens?

The Lecture Contains:

-  Design Philosophy
-  Creativity and Innovation in Design
-  How Creative Idea Happens?

 **Previous** **Next** 

Module 1 : What is Design

Lecture 2 : Design Philosophy; Creativity and Innovation in Design; How Creative Idea Happens?

Design Philosophy



Plate 1A Mexican Straw Hat

1B African Mask

1C Hopi Indian Pottery

1D Indian Bangle Design

(Source: 1A https://www.google.co.in/search?hl=en&q=spanish+style+straw+hats&bav=on.2,or.r_gc.r_pw.r_q

f.&bpcl=38897761&biw=1350&bih=576&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=autUK7yCo_IrQeP2IHBYBg#um=1&hl=en&tbo=d&tbn=isch&sa=1&q=mexican+style+straw+hats&oq=Mexican+style+straw+hats&gs_l=img.1.0.0i24.15188.17450.0.19524.7.7.0.0.0.1.230.1121.0j6j1.7.0.ekjrth..0.0...1.1.RZg_Cu6WRfM&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.&fp=1cc53c011ed9812a&bpcl=38897761&biw=1350&bih=576

Nov. 22, 2012

1B: https://www.google.co.in/search?hl=en&q=spanish+style+straw+hats&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=38897761&biw=1350&bih=576&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=autUK7yCo_IrQeP2IHBYBg#um=1&hl=en&tbo=d&tbn=isch&sa=1&q=african+masks&oq=African&gs_l=img.1.0.0j0i3j0l8.58.14561.4.19059.17.11.6.0.0.0.420.1732.0j10j41.11.0.ekjrth..0.0...1.1.3k7pSoSF43E&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.&fp=1cc53c011ed9812a&bpcl=38897761&biw=1350&bih=576 ; Nov. 22, 2012

1C: https://www.google.co.in/search?hl=en&q=spanish+style+straw+hats&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=38897761&biw=1350&bih=576&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=autUK7yCo_IrQeP2IHBYBg#um=1&hl=en&tbo=d&tbn=isch&sa=1&q=hopi+pottery&oq=Hopi&gs_l=img.1.9.0l10.93.10092.1.17361.5.5.0.0.0.791.1392.0j4j61.5.0.ekjrth..0.0...1.1.OvSF95iXaOs&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.&fp=1cc53c011ed9812a&bpcl=38897761&biw=1350&bih=576 : Nov. 22, 2012

1D: https://www.google.co.in/search?hl=en&q=spanish+style+straw+hats&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=38897761&biw=1350&bih=576&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=autUK7yCo_IrQeP2IHBYBg#um=1&hl=en&tbo=d&tbn=isch&sa=1&q=indian+bangles+design&oq=Indian+bang&gs_l=img.1.2.0l10.5069.40839.0.44608.29.23.6.0.0.2.439.3758.0j19j2j1j1.23.0.ekjrth..0.0...1.1.vuUr_WimR6c&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.&fp=1cc53c011ed9812a&bpcl=38897761&biw=1350&bih=576 ; Nov. 22, 2012)

◀ Previous Next ▶

Module 1 : What is Design

Lecture 2 : Design Philosophy; Creativity and Innovation in Design; How Creative Idea Happens?

Understanding Design Philosophy throws many interpretations. It is realized by mankind by many hues through their life style. The term 'design' is applied in many fields- social design, designing strategy, circuit design, designing road, furniture design, etc. It evolves around human ethos, sentiments, culture, tradition, etc. Design evolves number of interpretations. Design identifies concept, innovation, characteristics of a group of people reflecting their aspirations. It reflects manifestation of the culture. Design involves creativity, logical thinking, skill and social awareness. Spanish Straw Hat (plate B1A), African Mask (plate 1B), Hopi Indian Pottery and Indian Glass Bangle (plate 1D) each product reflects their culture, tradition, ethos and manifestation of their society. Each product reflects the essential essence of design philosophy.



Plate 2 Barajas Airport, Madrid, Spain

(Source: https://www.google.co.in/search?hl=en&sugexp=les%3B&tok=gLeXcgkiqrXyX_pR29i3UA&cp=23&gs_id=38&xhr=t&q=barajas+airport+madrid+spain&bav=on.2,or.r_gc.r_pw.r_qf.&bpc=38897761&biw=1350&bih=573&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=lgWvUPXCI4TirAerlYCAbw

Nov. 23, 2012)

Read more: http://en.wikipedia.org/wiki/Design#Philosophies_and_studies_of_design ; Nov. 22, 2012)

Barajas Airport in Madrid (plate 2) is perhaps a fit example to site the essence of design. Is it art, design or engineering? It is hard to separate from each other. In such condition how does one evolve a definition? Barajas Airport is synthesis of all three that reflects- aesthetics, functional elements, comfort and stability. True design has to maintain the balance between every element so that it gives a sense of fulfillment. The definition brings out the essence of work and associates with human aspiration. It brings out a sense of belonging. Design is a profession that revolves around human beings faces enormous complexity in understanding the emotional content. Therefore, identifying one single definition for design is extremely difficult. The spirit of design philosophy evolves guiding principles that dictate how a designer approaches his/her practice.

Module 1 : What is Design

Lecture 2 : Design Philosophy; Creativity and Innovation in Design; How Creative Idea Happens?

Creativity and Innovation in Design

"Being creative is seeing the same thing as everybody else but thinking of something different"

Creativity and Innovation are two most sought after quality in the design process. However, there are a few reasonable definitions that express the spirit of design philosophy :

Imaginative ability – The ability to use the imagination to develop new and original ideas or things. People tend to confuse creativity with innovation; creativity is getting the new concept, innovation carries it towards implementation. Therefore, concept is followed by design process is innovation.

Creativity is inherently easier than innovation. Having an idea does not guarantee its real product. What is often missing is not creativity in the idea-creating sense but innovation in terms of an action producing sense, i.e. bringing ideas to fruition.

Creativity is the driving force behind new knowledge creation and the generation of innovative outputs. Businesses that are able to effectively source and absorb knowledge and information are more likely to apply it creatively.

Being creative is thought to be much easier than the ability to actually implement ideas. Assumptions that creativity automatically leads to innovation are incorrect.

(Source: <http://www.innovation-creativity.com/definition-of-creativity.html> ; Nov. 23, 2012)

How Creative Idea Happens?

Past experience can function in a repetitive manner. How do we break away from the past and seeing new ways to old problems?

The subconscious mind can be a key driver towards the especial moments of creative idea.

Thinking out of the box and trying new approaches.

 **Previous** **Next** 

Module 1 : What is Design

Lecture 2 : Design Philosophy; Creativity and Innovation in Design; How Creative Idea Happens?

Unconscious awareness can become the driving force towards creative idea.

Thinking about alternative concepts; however, it has to have a good reason why not.

Other related words are: creativity, creativeness, formativeness, innovation, inventiveness, originality, productivity, craftsmanship, authorship, creatorship

There are many aspects to creativity, but one definition would include the ability to take existing objects and combine them in different ways for new purposes. For example, Johannes G. zur Laden zum Gutenberg (1400- 1468 AD), a German goldsmith and printer in 1450 AD had invented movable type letter printing-block inspired by the wine press and the die/punch and produced a printing press. The squeezing technique for making wine by using punch was known for long in Europe but using the same principle, Gutenberg invented a revolutionary method in printing technology. Thus, a simple definition of creativity is the action of combining previously uncombined elements. It is extremely rare to find something is invented, which has no previous reference to anything. From art, music, and invention to household chores, this is part of the nature of being creative. Another way of looking at creativity is as playing with the way things are interrelated. Creativity is the ability to generate novel and useful ideas and solutions to everyday problems and challenges. Creative pursuit heavily depends on ones ability in imaginations.

Creativity involves the translation of our unique gifts, talents, and vision into an external reality that is new and useful. We must keep in mind that creativity takes place unavoidably inside our own personal, social, and cultural boundaries.

If creativity is associated with a specific sets of values, meanings, beliefs and symbols, the more our creativity would have less flexibility and would have limited choices; the more we define our creativity by focusing on how values, meanings, beliefs and symbols are formed, the greater the chance that our creativity will become less restricted.

 **Previous** **Next** 