


The Lecture Contains:

 Creative Process

 Conclusion

 **Previous**   **Next** 



## Module 2 : Creativity in Design

### Lecture 5 : Creative Process, Conclusion

The creativity in design has always reflected the pulse of the culture, tradition and wisdom of the society. Historically, every culture has charted its course of progress through various manifestations of creative activity. In turn creativity in every age has drawn from cultural upheavals and experiences. Civilization thus, forever evolves in tandem with the creative processes.



Plate 6A Minimalist Poster Design



6B Minimalist Architecture



6C Minimalist Furniture Design

(Source: [http://www.google.co.in/search?hl=en&q=Creativity+in+Minimalist+Design&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bpcl=39468505&biw=1006&bih=605&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=Oyu\\_UJ\\_mNKPPmAXI4YCIBw](http://www.google.co.in/search?hl=en&q=Creativity+in+Minimalist+Design&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=39468505&biw=1006&bih=605&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=Oyu_UJ_mNKPPmAXI4YCIBw) ; Dec. 5, 2012

6C: [https://www.google.co.in/search?hl=en&q=minimal+furniture+design&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bpcl=39650382&biw=1006&bih=605&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=3T7AUPmhBsfQrQfn34DQCg](https://www.google.co.in/search?hl=en&q=minimal+furniture+design&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=39650382&biw=1006&bih=605&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=3T7AUPmhBsfQrQfn34DQCg) ; Dec. 6, 2012)

### Conclusion

Creativity in Design is an integral part of the process. In many situations it is almost impossible to separate from the product. In a successful design creativity becomes functional as well. Creativity has always remained part of human life. The expression of creativity may become homogenous to the entire product in such a way that it has to be experienced only. It cannot be separated from the rest. In the creativity of Minimalist Style of Design the aesthetics or beauty emerges because of the simplicity and clarity in design. Minimalist Poster Design to architecture to furniture (plate 6A-6C) design to fashion design it has created a new aesthetic expression. Creativity in Design has gone through evolution of form, color, shape, etc. through the history of mankind. Creativity is relative to the culture, society, and tradition. However, creativity has wide range of manifestations that can be experienced from modern simplicity to traditional symbolism. Creativity is to be experienced it can be isolated from the rest.