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التصميم

**Realistic applicable projects as a motivation to stimulate design students'
creativity Towards an effective design teaching**

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Abstract:

design is transforming ideas and dreams into reality, but to achieve these dreams we must follow several steps to set the goals and draw the procedure to achieve them. There are many ways of design teaching which may vary in their methodology, but they all share the aim of achieving a successful design product that satisfies the teacher, student and the recipient or the user of the designed product. But without enhancing the students ' motivation for learning and creativity these goal cannot be achieved.

This paper discusses several axes:

First: factors affecting students' motivation.

Second: to any extent choosing the academic content affects creativity motivation of students.

Third: An applied sample for selecting a real applicable project within a teaching curriculum in design field.

Research methodology: This research follows an applied approach as it presents an applied model for the effect of content on stimulating the creative aspects and students' interaction with the educational process.

Problem: There is a kind of spacing between design study in academic institutions and actual practice fields, resulting in lack of academic students to realistic experiences and therefore suffering weak educational and creativity motivation.

Importance: This paper focuses on the role of realistic project selection in design teaching, binding the educational process with concrete community needs to enhance creativity motivation among design students'.

Goal: To stimulate students ' creativity motivation in the field of design and supporting the educational process in order to be more efficient.

Key words: Motivating students, efficient education, creative motivation, design education, educational content, teaching projects.