

## **The morphology is supporting the design through inspiring from the nature Assist**

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Industrial design department- faculty of applied arts-Helwan university. **Introduction;** Since the ancient history man found in nature a very important source of inspiration as it is full of systems and creatures, those systems were proven to be general to all existing creatures in nature, so as those systems are available in nature, the ability to identify and extract them has become essential to the designer, to know the essence of it's structure and understand it's core has become a source of his designs, in reality building the form is in the system translation which the designer extracts from the relations present in the elements of nature surrounding him. Each thing the designer realize from shapes or designs is according to the essence of nature and doesn't depend on literally copy from it but tend to reveal it's structure to aspire new visions for designs carry their own identity, forms and co-ordinations.

It's about studying the aspects of the external look" shape, color, pattern" that is called ( external morphology) beside studying the inner parts and structure like bones and organs which is called (internal morphology).

### **Research assumption;**

The science of morphology which is one of the basic sciences of biology is supporting the design philosophy within inspiring from nature to create innovative products.

### **Research problem;**

Supporting what's the science of morphology introduces to the design philosophy as a creative activity while inspiring from nature.

### **Research objective;**

Emphasize the features of the science of morphology and introduce evidences about the support it gives to the design philosophy as a creative activity while inspiring from nature to create innovative products.

### **Research methodology;**

Inductive approach, building a philosophical theory to explain previous assumptions or tentative hypothesis that were put in the form of reasonable or logical statement by observation.

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