

Interaction between design elements in organic trend as input for product design

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Research Summary:

In the age of enormous technologies and accelerated scientific development, the production of a commodity is no longer an end in itself. The consumer and purchasing requirements and personal aspiration have become the main target. This is why the functional design of any product is primarily aimed at creating a combination of the individual and the producer. Human beings are usually more inclined to organic objects and prefer them to engineering objects that carry decorative values or carry an organic chemical meaning. So the designer works to find a synergy between product design elements and organic proteins. Although it requires more scientific effort combining nature and products, this effort works on the interconnection of the design forms of the product in the abstract forms that lack the artistic characteristic and are away from the natural elements. Therefore, the designer must study the effectiveness of the elements of the organic design and its application in the design of the product, allowing the transition to innovative visual and functional images. This shows the importance of studying the effectiveness of the elements of organic design, and its application in the design of the product, to access innovative visual and functional images. Through the formulation of organic design standards and analysis of different relationships in the design construction, help to achieve the required functions of the product, which contribute to increase and improve the functional structure of the organic design.

The research has studied the organic trend, the methods of organic inspiration in the design of the product namely representation of nature, expression, sculpture, and analytical kinetic. Determination of inputs to organic design is anatomical, cellular, engineering and structural. Also, study examples of the interaction between elements of design in the organic direction, form, content, style, idea, character, and organic unity, which helps to develop products and predict future technology. Organic design helps achieving the ergonomic and function aspects of the product using organic direction and taking advantage of aerodynamic studies and energy sciences. The research concluded the criteria for using the organic trend in product design.

Research problem:

- 1- Studying organic systems in nature and showing how it could be used in achieving the ergonomic and functional aspects of the product.
- 2- Analyzing the various potentials of organic design sources and determining their levels in product design.

Research aim:

Reach basic standards for using the organic trend in product design.

Research Methodology: Descriptive analytical methodology.

Keywords: Design elements, organic trend, product design