

Industrial design in view of integrated design

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Abstract:

The current era of rapid progress and development in all areas of life, which led to change the objectives of the productive and service companies from just meeting the needs of their customers, to try to provide a very high level of luxury never dreamed of mankind until it came to the fact that these companies have created the needs, Offering its customers innovative and innovative products and services to meet these evolving needs.

In order to ensure that companies operating in the same field remain on top of their counterparts in global markets, they must follow modern methods of innovation and development based on the complementarity between the available science and knowledge, so that the best use of the basic science and applied advanced integrated with each other; Innovative and high-value services that deliver what customers are looking for to meet their needs, and what companies seek to outshine their peers.

As industrial design is one of the most important disciplines to provide products that meet the needs of humanity in all fields and to keep up with that tremendous progress and follow-up must be formulated methods of practice and application of industrial design in a modern way, making use of different sciences in an integrated manner with each other. It also enables the integration of the different experiences of all concerned with the theme of design.

The research has led to a new methodology for industrial design activities based on the integration of knowledge and expertise into the various disciplines related to design, taking into account not only the needs of the target group of the design process, but also all the surrounding conditions and factors that may be variable. Affecting the process and conditions of use of products under design and development. This methodology is considered as a guide to product design and the environment for its use and to adding new user knowledge related to the domain of the product in question. The product contributes to the user's awareness and culture.

The researcher came to this methodology using the explanatory method, through the study and analysis of the concept of integrated design and how to apply it in different disciplines, and to clarify the methods of integration between it and the rules of the practice of industrial design process.

Keywords:

Industrial design, Integrated design, Sustainable architecture, Interdisciplinary studies.