

Contemporary Trends of Design Thinking in view of Innovation Philosophy

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Abstract

Contemporary Trends of Design Thinking

In view of Innovation Philosophy

The research phenomenon:

Design-related activities are carried out through a set of concepts that govern the design philosophy, including the concept of design theory. And other contemporary concepts. The theory of design is the backbone that supports these practices. This theory has taken great efforts of studies, research and applications to become one of the axioms on which the teaching and practice of design based on the second millennium (twentieth century) sciences, most notably the psychology of innovation.

The research problem:

With dawn of the third millennium and shift from science to philosophy as a reference, it is found an ostensible contradiction between design theory, which came in view of domination of science on all aspects of life in the 20th century and contemporary concepts of the 21st century, "specially innovation related concepts" and Gradually shift starts from the psychological sciences that related to human behavior to the philosophical aspects that lead human thought, especially in the field of human innovation, instead of relying on the scientific concepts of behavioral development, which requires time and effort and eventually achieve some little progress Or improvements, to search in philosophical concepts to find faster and more efficient means, and has helped in this shift in psychological sciences to address the mental aspects of Cognitive Psychology, which matched with Design thinking than the attention to design behavior then the so-called philosophy of innovation appeared (Dr. Murad Wahba- Innovation philosophy, Third World House, 1998). Professor Dr

The research assumption:

The research assume that Innovation Philosophy is capable of transforming the future design thought from a predetermined situation into a sufficiently hopeful situation to resolve this contradiction or to meet the Contradiction.

The research Target:

Explain the basic concepts of Innovation Philosophy and extension of its effects to concepts of contemporary design philosophy, especially with regard to design thought in the third millennium.

Research Methodology:

The research is based on the Inductive Approach.

Key words: Globalization – Virtual Market - Radical Thinking - Conceptual Design – Intuition - Innovation Psychology - Innovation Philosophy.