Contemporary Trends of Design Thinking in view of Innovation Philosophy

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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.

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

Introduction:

We will discuss in this research some points which enhance design and designer role and specifically the industrial designer in discovering the main concepts for shifting from innovation psychology to innovation philosophy and its effect on Contemporary design philosophy concepts especially in what related to pointing some Contemporary trends in design thinking in the view of innovation philosophy and its links with the concepts of industrial design philosophy to achieve balance in human life in the third millennium.

Research Concepts & Aspects:

1. Globalization and Virtual Market

According to the globalization and constant competition in design field, which is concerned with the time because it is the basis of any competition, we found that it is necessary to focus on the conceptual design rather than the development design of the product. So as to increase the strength of competition and save time, especially with the availability of laws and systems of intellectual property protection of human creativity.
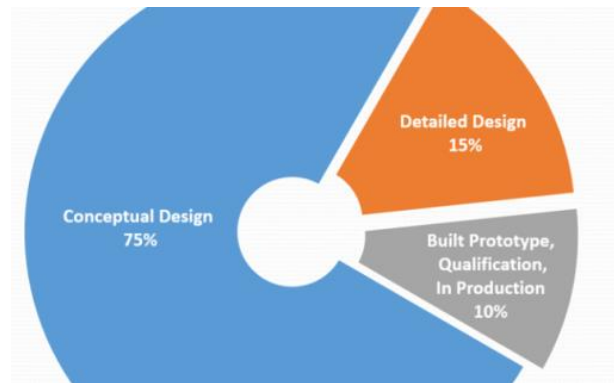

2. Conceptual Design

The visualization process follows specific steps, starting with information, identifying the target of the process, and then brainstorming, the process of evaluating the ideas presented and the final selection.
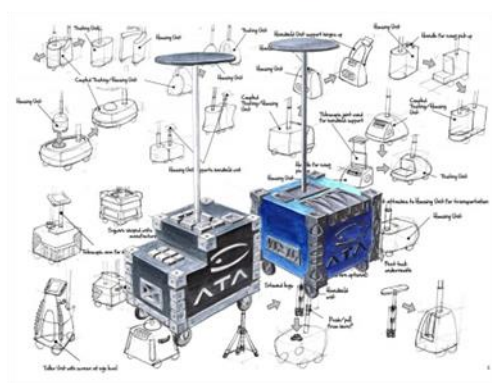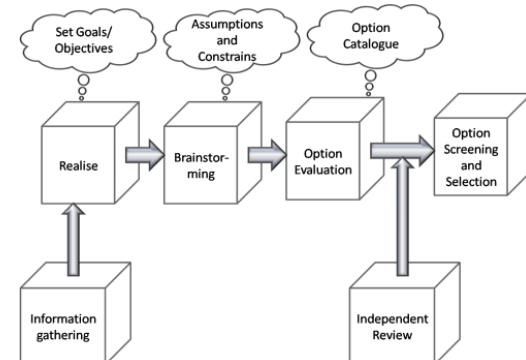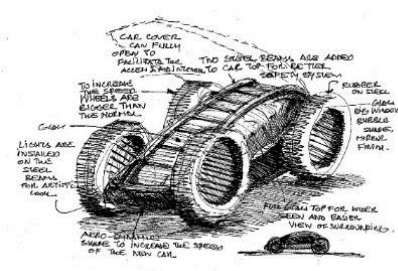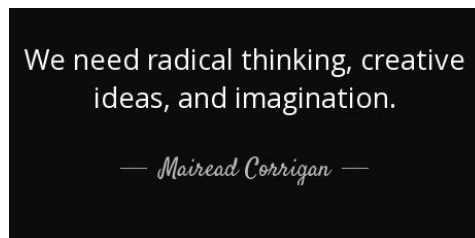
- The conceptual design ratio is the largest percentage for all existing design requirements.

3. Radical thinking

Radical thinking (Intuition) is the way to direct access to the new design concepts of the future, and support the competitiveness and rapid development in the field of product design.
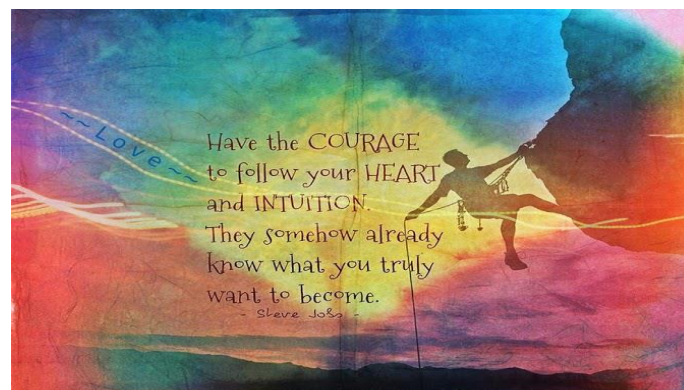

## 4. Intuition and direct thinking

The designer should leave the full opportunity of his intuition to indicate the truth and direct his mind to the right direction

5. Shifting from innovation psychology to innovation philosophy

Innovation Philosophy is the way to the future

Innovation philosophy is based on the issue of innovation as problematic in all its aspects, rather than the issue of innovation as a problem that is meant to reach a solution that may not have most aspects. The problem has one solution, but the problematic has many solutions that reach us to the innovation.
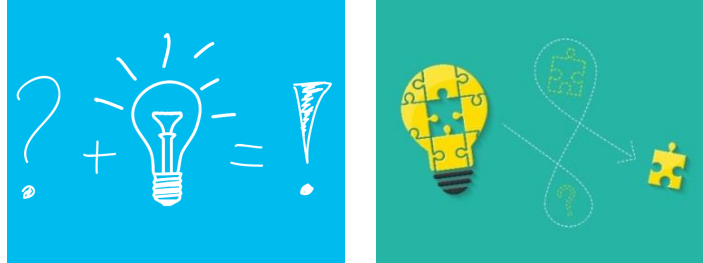
Design Philosophy should be the basis of the process of innovation instead of the psychology of innovation to achieve the rapid competition required in the field of design.

6. Intellectual property and protection systems

Activation of intellectual property laws and protection systems because they support the future of innovation philosophy and non-infringement of intellectual property and creativity, So We Life without Barriers.

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