Visual thinking supports industrial design students in product shape design

Assist. Prof. Dr. Ahmed Kamal Ali

Assistant Professor, at industrial design dpt, faculty of applied arts- Helwan University- Head of Product Design Department - faculty of applied arts- 6th of October University

draka1974@gmail.com

Abstract

Visual thinking originated mainly in the field of art. When the viewer looks at a drawing, he thinks visually to understand the message contained in the drawing. Visual thinking combines visual and verbal forms of communication of ideas and is a distinctive feature of innovation. Thus, students with visual thinking have the ability to imagine and creative visualization in a variety of ways that are different from ordinary students.

Images are the basis of visual thinking. Today, images have become one of the main purposes of contemporary human life. Thus, today's civilization can be called the image civilization. The era in which we live now is characterized by an explosion of knowledge, to the extent that the Chinese wisdom that says that "a picture is worth a thousand words" has gained a deeper dimension, so that the phrase "a picture is worth a million words."

industrial design is not far from this accelerating explosion of knowledge in what was invented by modern science and advanced technologies in various fields, which in turn led to changing consumer purchasing habits. The consumer always needs to replace the product and acquire the newest without any product leaving the market or the end of its virtual life. But because the new product carries new formal efficiencies, new engineering or usage functions. Which requires the industrial designer to develop and acquire a lot of new skills, methods and knowledge experiences to face this rapid development in this era.

The research finds that it is possible to use one of the new cognitive trends, which is visual thinking using images, to teach students how to reach new and different design solutions for the product that depend on many and varied sources of inspiration to create unfamiliar formulations of the product and provide quick and many solutions to the shape of the product, taking into account the functional aspects and achieving the most important aspect which is generating The desire of the consumer to acquire the new product.

Keywords: