

Study and analysis of design strategy and lateral thinking techniques to form a new design strategy supported by Lateral Thinking

Prof. Dr. sayed Abdo Ahmed Abdo

Professor and Head of Industrial Design Dep.- Faculty of Applied Arts - Helwan University

Dr.sayed1965@yahoo.com

Researcher .Ahmed Said Mohamed Kassab

Doctoral candidate at the Faculty of Applied Arts, Helwan University

ahmed-kassab@msn.com

Abstract:

Creative thinking is open thinking that comes out of the usual sequence to be a diversified thinking that leads to the generation of more than one answer to the problem. It is defined as the mental process that we use to reach new ideas and visions, or that leads to amalgamation and harmony between ideas or things that were previously considered unrelated. Creativity is a blessing from God Almighty bestowed upon man, and that every person is in need of it; Because creativity makes human life more enjoyable, more entertaining, and more developed, and it is the basic tool that each of us needs to achieve and achieve what he wants to achieve in all its diversity, and to produce new, unfamiliar ideas that are characterized by originality. Creativity is not limited to a specific art or activity, it includes all types of arts, literature, sciences, various works, and so on. It is not limited to a group or an individual. Creativity is the highest level of human cognitive activity and the most important educational outcome, as it represents a means of self-expression, and when subjected to evaluation, it urges the individual to produce something new or different and at the same time carries the character of the individual that distinguishes him from others. Lateral thinking methods contribute to developing the designer's ability to deal with challenges and life situations in a more creative way. It gives him the power to produce original and unique ideas, so the research deals with how to take advantage of lateral thinking methods in support of the industrial design strategy and reach a new strategy supported by lateral thinking methods, in an effort to generalize and consolidate the concept and practice of lateral thinking among students and practitioners of industrial design to reach designs characterized by creativity. By studying creativity and presenting its concepts and characteristics, the research also presented the concept of creative thinking and lateral thinking, and then presented the design strategy and schemes for explaining lateral thinking methods and analysing them to determine points of compatibility and then developing a new design strategy supported by lateral thinking methods.

key words:

Creativity - creative thinking - industrial design - Design Strategy - Lateral Thinking