

1. Record Nr.	UNINA9910411937303321
Titolo	Advances in Creativity, Innovation, Entrepreneurship and Communication of Design : Proceedings of the AHFE 2020 Virtual Conferences on Creativity, Innovation and Entrepreneurship, and Human Factors in Communication of Design, July 16-20, 2020, USA // edited by Evangelos Markopoulos, Ravindra S. Goonetilleke, Amic G. Ho, Yan Luximon
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	3-030-51626-1
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (XII, 340 p. 120 illus., 88 illus. in color.)
Collana	Advances in Intelligent Systems and Computing, , 2194-5357 ; ; 1218
Disciplina	620.82 620.0042
Soggetti	Engineering economics Engineering economy Industrial design Entrepreneurship Engineering Economics, Organization, Logistics, Marketing Industrial Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book brings together experts from different areas to show how creativity drives design and innovation to allow the integration of a wider spectrum of topics related to engineering design, industrial design and ergonomics in design. It presents theories and best practices demonstrating how creativity generates technological invention, and how this, combined with entrepreneurship, leads to business innovation. It also discusses strategies to teach creativity and entrepreneurial competencies. Moreover, the book discusses the role of human factors in understanding, communicating with and engaging users, reporting on innovative approaches, new typographies, visual elements and technologies applied to mobile and computer interfaces

developments. It also discusses innovative strategies for design education and sustainable design. Based on the AHFE 2020 Virtual Conference on Creativity, Innovation and Entrepreneurship and on the AHFE 2020 Virtual Conference on Human Factors in Communication of Design, held on July 16–20, 2020, this book offers a fresh perspective and novel insights for human factors researchers, designers, communicators and innovators.

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