

1. Record Nr.	UNINA9910438041703321
Autore	Taura Toshiharu <1954->
Titolo	Concept generation for design creativity : a systemized theory and methodology // Toshiharu Taura, Yukari Nagai
Pubbl/distr/stampa	London, : Springer, 2012, c2013
ISBN	1-283-53170-4 9786613844156 1-4471-4081-8
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (174 p.)
Altri autori (Persone)	NagaiYukari
Disciplina	720.1/04
Soggetti	Engineering design Creative ability in technology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	What is Design and Creativity -- Design Insight for Concept Generation -- Theory for Concept Generation -- Role of Dissimilarity in Concept Synthesis for Concept Generation -- Thinking Pattern in Concept Synthesis -- Thinking Principle in Concept Synthesis -- Constraints for Concept Synthesis -- Design of Creative Motion: Application of Concept Blending (1) -- Design of Creative Function: Application of Concept Blending(2) -- Toward the Post Industrial Society.
Sommario/riassunto	The concept generation process seems like an intuitional thought: difficult to capture and perform, although everyone is capable of it. It is not an analytical process but a synthetic process which has yet to be clarified. Furthermore, new research methods for investigating the concept generation process—a very difficult task since the concept generation process is driven by inner feelings deeply etched in the mind—are necessary to establish its theory and methodology. Concept Generation for Design Creativity—A Systematized Theory and Methodology presents the concept generation process both theoretically and methodologically. Theoretically, the concept generation process is discussed by comparing metaphor, abduction, and General Design Theory from the perspective of similarities and dissimilarities. Property mapping, concept blending, and concept

integration in thematic relation have been explained methodologically. So far, these theories and methods have been discussed independently, and the relations among them have not been clarified. Two newly developed research methods to investigate the concept generation process are clearly explained: extended protocol analysis and constructive simulation. By reading *Concept Generation for Design Creativity—A Systematized Theory and Methodology*, students, researchers and lecturers in design disciplines (including engineering design, industrial design, software design, CHI, design education, and cognitive science) can obtain a clear picture of the advanced research findings and the outline of the theories and methods for concept generation. Furthermore, readers are expected to achieve the competence to generate new concepts.
