

## **The Design Process is a system for organising creative thinking. Discuss.**

I agree with this statement because I think the design process has evolved naturally to meet a need generated when creative thinking becomes too vague and non-progressive. It is a means for organising imaginative and visionary ideas by enforcing certain restraints upon designers to make their creative and stimulating ideas into actual feasible design ideas and proposals.

The statement defines the design process as a “system”. This is a good description of the process (which is a soft/ or information system) as it is a very methodical, systematic technique, made up of component parts (typical of a system). The “system” of thought processes encourages a creative mind to think logically, and more progressively.

The component parts in the Design Process are: foremost, responding to a need. This is a very important part of the process as it will determine right at the beginning of developing a product, whether the product is economically feasible – whether it is likely to have good selling potential. There is no point in developing a product which no-one will buy – so identifying a ‘real-life problem’ in need of a solution enables the designer to, initially at least, find a gap in the market - which they then try to fill. This puts restraints on the designer right from the start – they have to design a useful, desired product – and so is ‘organising creative thinking’ from the statement.

The second part of the design process is usually to research and analyse any existing products or solutions for the identified need – which gives the designer an insight into the market, and again organises their creative thoughts to be more logical (by making a designer research existing solutions it should inspire them, while at the same time give them an insight and deeper understanding of the problem – making their creative thinking more constructive.)

The designer must then formulate a brief, and analyse this brief before writing a specification (for desirable and essential elements). All these steps in the process make it quite a complex system – with feedback, continuously referring to the original brief and specification to keep the designers mind on-track. The designer must then do initial ideas and modelling work – a brainstorming exercise to exhaust all the designers possible ideas for solutions – rather than letting them just concentrate throughout the whole process on their first idea – which could be not as satisfactory solution as is possible – but they wouldn’t have found the ideal solution through lack of thinking.

The next stages are development and detailing of the final design and to make a prototype – all mechanisms of perfecting the final design, and encouraging creative thought to be rigorous and thorough – to identify loopholes etc.

Finally the design process makes the designer evaluate their ideas – giving them a final chance to identify any problems and adapt or perfect the product.

All these stages when followed through produce a concise plan of time and thought processes in the form of a pattern of procedures to follow. They organise thought constructively and progressively – through putting restraints on a designer by for example customer needs and likes, and time/ production restraints.

Creative thinking is instinctive, intuitive, problem solving and often unruly – designers make judgements, which cannot be rationalised. The design process brings these thoughts and ideas together to have a positive outcome.

Overall I think that although the design process is not the only way to manipulate creative thought it builds in the discipline necessary for working to a brief – for what is otherwise often a very unruly, ‘trial and error’ process.

It organises a designers thoughts so that the designer had a clear picture or the objectives of the design – where his thoughts are inevitably taking the design.

The design process is like a ladder of progression towards the final solution – each step is essential for clearly thought out solutions. It encourages progression and innovation in designs, and the all important evaluation at the end of the process.