

## **Creativity in Industrial Design as an Instrument for the Achievement of the Proper and Necessary Balance between Intuition and Reason, Design and Science**

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**Abstract :** Time has passed since the industrial design has put murder on a mass-production basis. The industrial design applies methods from different disciplines with a strategic approach, to place humans at the centers of the design process and to deliver solutions that are meaningful and desirable for users and for the market. This analysis summarizes some of the discussions that occurred in the 6th International Forum of Design as a Process, June 2016, Valencia. The aims of this conference were finding new linkages between systems and design interactions in order to define the social consequences. Through knowledge management we are able to transform the intangible aspect by using design as a transforming function capable of converting intangible knowledge into tangible solutions (i.e. products and services demanded by society). Industrial designers use knowledge consciously as a starting point for the ideation of the product. The handling of the intangible becomes more and more relevant over time as different methods emerge for knowledge extraction and subsequent organization. The different methodologies applied to the industrial design discipline and the evolution of the same discipline methods underpin the cultural and scientific background knowledge as a starting point of thought as a response to the needs; the whole thing coming through the instrument of creativity for the achievement of the proper and necessary balance between intuition and reason, design and science.

**Keywords :** creative process, creativity, industrial design, intangible

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