

Understanding the 3R's Element in the Creation of Ecological Form That Leads to Ecodesign

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Abstract : The rapid growth of global industrialism over the past few decades has led to various environmental issues and ecological instability, all due to human activity. In order to solve this global issue, the manufacturers alike have begun to embrace the use of ecodesign products. However, when considering a specific field, multiple questions have been raised and industrial designers (the practising designer's R&D group) have been unable to define the ecological cycle methodology. In this paper, we investigate the validation of problematic in the creation of ecodesign products with the 'reduce, reuse and recycle' (3R's) method, which is an untested product design theory. The aim of this research is to address the 3R's method can be extracted in order to transmit an ecological form of ecodesign, specifically among Malaysian furniture manufacturers. By operating the Descriptive Study I (DS-I) phase: Design Research Methodology (DRM), the research has applied two research approaches by the methodological triangulation tradition. To achieve the result, this validation of descriptive structure (design theory) shall be matched with the research hypothesis along the use of research questions.

Keywords : design research methodology, ecodesign, ecological form, industrial design

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