2. Methods

Analyzing Creativity

[Diagram of a tree with labels]
ANALYZING CREATIVITY

1. INTRODUCTION

Design has been regarded as the process of generating ideas and making choices. It is a complex and challenging endeavor that requires a combination of skills, knowledge, and creativity. The process of design involves the creation of new ideas, the development of concepts, and the translation of these concepts into tangible forms. This process is often iterative, with designers refining their ideas through successive iterations and feedback from stakeholders.

Design creativity is a critical aspect of the design process, as it enables designers to generate novel and innovative ideas. Creativity in design is not just the ability to come up with new ideas, but also the ability to evaluate and select among these ideas, and to implement them effectively. Design creativity is influenced by various factors, including the designer's personal characteristics, the context in which design takes place, and the tools and techniques used by designers.

2. OBJECTIVES

The objectives of this paper are to:

- Identify the key factors that influence design creativity.
- Develop a methodology for assessing design creativity.
- Evaluate the effectiveness of the methodology through case studies.

3. RESEARCH METHODOLOGY

The research methodology involves the following steps:

- Literature review: A review of existing research on design creativity and related concepts.
- Survey design: Development of a survey instrument to measure design creativity.
- Data collection: Administration of the survey to a sample of designers.
- Data analysis: Statistical analysis of the survey data to identify patterns and relationships.
- Case study analysis: Examination of case studies to validate the findings of the survey.

The research methodology is designed to provide a comprehensive understanding of design creativity and to develop a practical tool for assessing design creativity.

Figure 1: A conceptual model of design creativity.