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**Дороніна Софія Олександрівна**

Київський національний університет технологій та дизайну

(м. Київ)

**Науковий керівник – Ренська І. І.**

## **THE ‘DESIGN THINKING’ AND ITS STAGES OF STUDY**

Design thinking has come for solve problems with people creative society; it can help show people how we can solve different projects and tasks with design thinking method. According to Tim Brown, the president of IDEO, the goal of Design Thinking is ‘matching people’s needs with what is technologically feasible and viable as a business strategy’. [2] The premise of teaching Design Thinking is that by knowing about how to successfully approach and solve difficult problems, more effective and specifically, individuals and businesses

will be able to improve their own problem solving processes and skills. There are also so many academic interests in understanding how designers can think. The first formal academic research symposium on Design Thinking was organized at Delft University of Technology, The Netherlands, in 1991, and has developed into a regular series.

The notion of design as a 'way of thinking' in the sciences can be traced to Herbert A. Simon's 1969 book 'The Sciences of the Artificial', and in design engineering to Robert McKim's 1973 book 'Experiences in Visual Thinking'.

Origins of design thinking lie in the work of a well-known engineer, designer and author of the now popular term 'synergist' of Buckminster Fuller. Reflecting on the theory of design, he came to the conclusion that in this area it is necessary to try to apply scientific methods that can make design more interesting and effective. The interdisciplinary approach later became base of design thinking. I think it was very interesting experiment. It gave very unexpected and good results.

Thus, design as a way of thinking has emerged as a result of the synthesis of scientific approach and engineering design. The contribution of engineering design to the development of design thinking was presented by Robert McKim and his work 'The Experience of Visual Thinking' in 1973. [3]

#### Creativity, not science

In 1972, the Oxford professor, designer and well-known psychologist Brian Lawson asked a question: 'What different very creative people from all others?' In order to find an answer to this question, he put an experiment. To experiment, Lawson attracted future designers and scientists, respectively dividing them into two groups. The psychologist had task for students to build a one-store building from color blocks in such a way that the building was executed in red and blue in the perimeter. Colors of other parts of the building could be different.

Experiment results were unbelievable. Scientists were focused on the problem. Designers, unlike scientists, were focused on finding a solution. Lawson described the results of the study in his book 'How do think designers', which was published in 1980. [1]

Consequently, in my opinion, the theory of design-thinking was formed. However, it was still only useful for designers and was not of great importance to everyone else.

But many scientists investigated in the study of design-thinking processes.

After analyzing these studies, I came to the conclusion that design thinking is the basis of innovative developments. This method makes design more effective, it helps to have the ability to systemic and creative thinking.

In conclusion, 'Design Thinking' method is a very interesting and popular in different areas. It could solve a lot of problems. Its development has caused related research studies in education and design.

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