

Kozlovska A. Designing as the mixture of creativity and technology/A. Kozlovska//Функції дизайну в сучасному світі: виміри 2020: Матеріали міжнародної науково-практичної конференції (20-21 березня 2020 р.). – Суми: ФОП Цьома С.П., 2020. – С. 57-58.

Kozlovska Anna

Academic and Research Institute for Business Technologies “UAB”

Sumy State University

Associate Professor of Foreign Languages Department

DESIGNING AS THE MIXTURE OF CREATIVITY AND TECHNOLOGY

Nowadays creating any design is not just a creative skill, it has turned into a technology driven skill too. Having any artistic skill will not allow anybody to become a successful designer until and unless they have sense of using graphic suites and different software that will help these making creative designs. Simplicity and creativity are two buzzwords that will make every design look great. Hence, when a creative person works with the latest technology their imagination can create magic, only thing that must be remembered in this context is that the designs should be target oriented and must have the message conveyed in a simple way. The research *is aimed* at observing creativity and technology in designing.

Design can be thought as a strategy for innovation. Great design has that “wow” factor that makes products more desirable and services more appealing to users. Designing is more than creating products and services; it can be applied to systems, procedures, protocols, and customer experiences. Design is transforming the way leading companies create value. The focus of innovation has shifted from being engineering-driven to design-driven, from product-centric to customer-centric, and from marketing-focused to user-experience-focused. For an increasing number of CEOs, design thinking is at the core of effective strategy development and

organizational change. Thinking like a designer brings together what is desirable from a human point of view with what is technologically feasible and economically viable. It also allows people who aren't trained as designers to use creative tools to address a vast range of challenges. Design thinking draws on logic, imagination, intuition and systemic reasoning to explore the possibilities of what could be and to create desired outcomes that benefit the end user (the customer). People need their interactions with technologies and other complex systems to be simple, intuitive, and pleasurable. When done well, human-centered design enhances the user experience at every touch point and fuels the creation of products and services that deeply resonate with customers. Design is empathic, and thus implicitly drives a more thoughtful, human approach to business.

Most of the people don't actually take the time to consider and define a creative process to use on a regular basis. Everyone has a creative mind and it's important to use it every time it's needed and make practice to progress it at work as well as in life. Basically, the creative process consists of four stages: gather information with research, create a brief and define goals; brainstorming (a period of intense concentration); organize the plan, e.g. sketches of a concept model with a spontaneous breakthrough; execute end product and make details final.

But how to think out of the box then? Of course, we need to open our mind and try to find the alternatives without looking for correct answers. A creative thinking is flexible enough when we are thinking in between what we know and what we haven't still thought about. And that's something which is far from being conventional knowledge, maybe, something unknown. But that is the real way to innovations.