

An Application of Focus-association Method on Creative Design Development

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ABSTRACT

This study is to investigate the benefit and application on the focus-association method which is one of the design development from creative thinking method. Through the case testing, we obviously find the advantages by using focus-association method. Thus the focus-association method has directly benefit to creative design. The focus-association method is the study that we don't pay attention at beginning to the subjects that we are going to design. We only force on thinking unrelated objects which are from different areas. And then we list all of special characters of this unrelated objects. Finally, we connect and compare the commons and differences with the main subject. Though the process of thinking, a lot of ideas, solution will come out of our mind base on our past experience, learning and knowledge. And then, we choose the best solution to our project. Using this method, we won't keep back the main subject, but generate more new ideas. The advantages of focus-association method is to have more creative ways to propose the new operating method. As well as to produce more functions to the new products, In addition, it also provides more reasonable solutions with products. Moreover, it gives additional value of products. Through the process of analysis we find a problem existed that those who are good in creative expression have better grades in major courses, but only average in minor. It is out of hypothesis that should have better grades both in major and minor course.

Keywords : thinking method ; design creative ; focus-association method

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