The general model of creative strategy in architectural design

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Abstract

Studying behaviour and thoughts of expert designers is regarded as one of the most important areas in design research, and applying the results of it could have effective implication for design education. In one of these researches the creative approaches applied by three professional designers were investigated and as a result a model called "a general model of creative strategy" in design was introduced. Now regarding that participants of the above mentioned research have been chosen from industrial design area, the main question of the article is that "is the mentioned model also generalizable in architectural design area?" The authors has defined a research about presentation of one of the courses of master degree of architecture in Shahid Beheshti university and besides instructing theoretical issues, they also documented and investigated ideation and design processes of several architects in professional society of Iran. Finally Studying the architect's answers to the key questions of the research, analyzing their free explanations and also their opinions about the mentioned model, besides from proving the generalizability of the "general model of creative strategy" in design, have led to redefine this model that will pay more attention to the differences and special nature of architectural design.

Keywords

general creative strategy; design; architecture design; problem framing.