

# Iranian Design

Civilizations rely on cultures. History, folklore, and the elite thoughts shape the culture. Iranian design is a part of Iranian culture. We understand it but we are not able to define it, and this is because of the cultural rupture which we confront nowadays. When history, folklore, and the elite thoughts take some distance in a way they can not come together under a roof, the rupture starts. The people who lose their structural relationship with their history and the elite who don't understand the requirements of the community today, they distort the cohesion and unity of the society. This article is an attempt to collect all these different elements under the same tag. Is it possible to put together all these heterogeneous issues which we call it Iranian culture today, to constitute the concept of Iranian design? Finding out the similarities of all Iranians, which distinct them from other peoples and civilizations, is difficult and should be started somewhere. There is no good or bad, right or wrong cultural feature. These are just the cultural features of some people. In explaining cultural aspects, these features should be respected. The thinkers of Iranian society should specify the Iranian design features clearly, and present it in an acceptable and effective manner.

#### Keywords

Iranian Design, Iranian Production, Culture, Identity

Abstract  
**Essay**

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# Service Design and CX: Distinctions without Differences?

## A Comparison of Contexts, Cultures, and Customers

Service designers and Customer Experience (CX) designers both work to improve the experiences people have when they interact with an organisation. We are all experience designers. We share the same tools for understanding and mapping behaviour, and the same approaches to designing the touchpoints and underlying systems that deliver a better experience. Why do we use different names for what seems to be the same work? The main differences we see are between more data-driven approaches to CX and more qualitative approaches to service design. These arise from differences in goals and determine how success is measured.

Abstract

**Translation**

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# Experimental Quality and Aesthetic Perception by Users, in Interaction with Products

This article tries to find the relation between user aesthetic perception, and the form and function of the product. Users positive experience becomes more important when he /she is being surrounded by electronic and multi-functional products. Today, "interactive design" means to create more useful relation between industrial products and users. The term that first used in computer sciences, now spread to almost all other areas of industrial productions. This paper is to define beauty as an experimental quality, and tries to find an answer to the question: "how interactive designers can create beauty in user oriented and interactive products?"

#### Keywords

Function, Interactive Design, User Perception, Aesthetic

Abstract

Promotional  
Paper

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# Product Sharing Systems: A Way to Coping with Product Obsolescence

Today, consumerism, exactly at the opposite end of sustainability and environmental protection, can be seen in most aspects of our lives. We know, for sure, that consumerism will eventually destroy the environment, as it has done so far, simply just because the earth resources are not infinite and we can not run the system, in the same way based on a linear costuming process, from the production to distribution, to consumption, and finally to the disposal of a gargantuan volume of formed material. So, there is only one way in front of us: do something about saving the environment by stopping the inappropriate processes, as opposed to do nothing and waiting for environmental collapse before our eyes. Now, the query however is that "how does design can help ceasing one of the most important challenges of our era?" This paper postulates that from one hand, by knowing the process of product obsolescence and its important role in consumerism, and from the other hand, by promoting and implementing Product Sharing Systems (PPS), consumerism can be defeated to a certain extent.

## Keywords

Product Obsolescence, Consumerism, Sustainability, Product Sharing System

Abstract

Review  
—  
Paper

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# Problem Oriented vs Solution Oriented Design in Design Methodologies

When a design assignment is given to designers and non-designers, their way of thinking and dealing with the problem and solutions are totally different; thus the design processes will lead to different results. Even different designers may choose different approaches and strategies when dealing with the same problem. How far should a designer focus on the problem and detailed analysis of it before ideation? How should he/she use the problem, the information, the designer's knowledge and initial ideas to achieve more acceptable results? This paper, reviews the most important researches which have been done from 1970s and discusses briefly the results as problem oriented, information oriented, solution oriented, and knowledge oriented design strategies. In the following, the design thinking processes proposed by IDEO and Stanford School of Design, are introduced which are based on solution oriented design. Finally some questions are proposed which could not find any clear answers in recent researches, and can be followed in future studies, by those interested in the field of design and its methodology.

Keywords

Problem-oriented Design, Solution-oriented Design, Design  
Methodology, Design Thinking

Abstract

**Review  
Paper**

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# The Effectiveness of Mathematics and Physics in the Process of Industrial Design Instruction

The complexity of human needs in world today, leads the instructions towards interdisciplinary, and the nature of industrial design is no exception to the rule. Many different disciplines penetrate it. Math and physics courses are about 8.7 percentage of industrial design course syllabus in Iran universities. In this study, an attempt was made to determine the contribution of these courses in comparison with their effectiveness and practicability in product-oriented industrial design; and then compare with other top world universities. In the first step, 50 theses for master degree in industrial design have been chosen randomly, and the amount of usage of math and physics knowledge learned by students has been surveyed. In the second step, the course syllabus of industrial design of the world top universities have been studied. And in the third step, some questionnaires have been prepared for both the instructors (12) and the students (83). The research on the theses shows no meaningful effects due to teaching math and physics. Also a review on the questionnaires confirms the inefficiency of teaching math and physics according to both the group of instructors and the group of students and graduates. From the other hand, due to the students weaknesses, usually the teachers don't complete the course syllabus. Therefore it is useful to offer more practical courses instead of irrelevant theoretic math and physics courses. This will increase the students understanding and reinforce basic courses., which eventually has positive influence on the process of industrial design instruction.

Abstract

Research  
Paper

Keywords

Industrial Design Instruction, Interdisciplinary, Mathematics, Physics.

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