
Towards Design Culture in Jordan

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Abstract

The main purpose of this paper is to explore the role and value of design culture as a strong factor in all effective design methods, and all businesses that recognize the design process. The paper also deals with the ways in which design and culture impact each other and their effect on design creativity and innovation as well as life in general. The meaning of design, culture, design culture and innovation are explained. The paper cites all major events and activities that have been taking place locally to promote design awareness and culture in Jordan for sustainable and tangible development.

Keywords: design culture, design methods, design process, creativity, innovation, design, culture, promotion, awareness, sustainable development.

For the Paper in Arabic see pages (437-447)

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