Enhancing Creativity in Design Studio

The essence of design is the creation of something new and unique. Without dispute, the objectives of design education are to generate creative minds, help students become independent thinkers and to develop skillful creative thinking practices. As a mystery concept there are so many researches about creativity and also enhancing it. Creativity is a special form of problem solving and is the product of the combined effects of many factors: personal traits, social, cultural and environmental factors. In this study creativity is taken as an interaction between design process, creative product and person in an environment. As to conduct a creativity research this study focuses on the cognitive process of problem solving in a design studio environment.

From this point of view the aim of this paper, is to discuss and identify the cognitive processes that students go through in solving design problems. Identifying the process is significant because it suggests that there are some processes that if taught well would address the core goals of design education. Creativity, here can be enhanced by identifying the underlying cognitive capabilities. In order to discuss these relations, the objective of this study is to determine empirically the creative cognitive processes of problem solving in design studios.

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