

ASSESSING FIGURES OF SPEECH AS A CREATIVITY TOOL FOR DESIGNERS

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ABSTRACT



Keywords: Industrial design, tropes, student workshop, paper clip design, using tropes in design, sketched paper

1.0 INTRODUCTION



"ABILITY TO

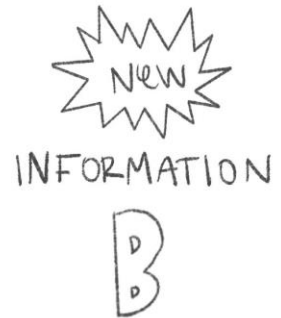


[1] SARKAR

② "NEW & UNEXPECTED



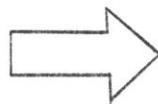
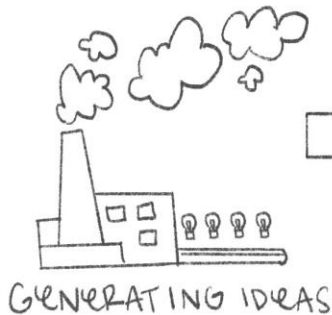
SUPERIMPOSED
ON
+



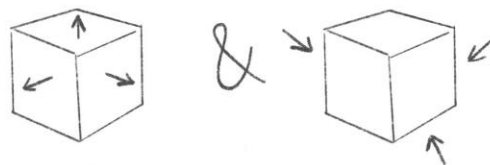
$$A + B = C$$

[2] GOLDSCHMIDT

TYPICAL
CREATIVITY METHODS
FOR

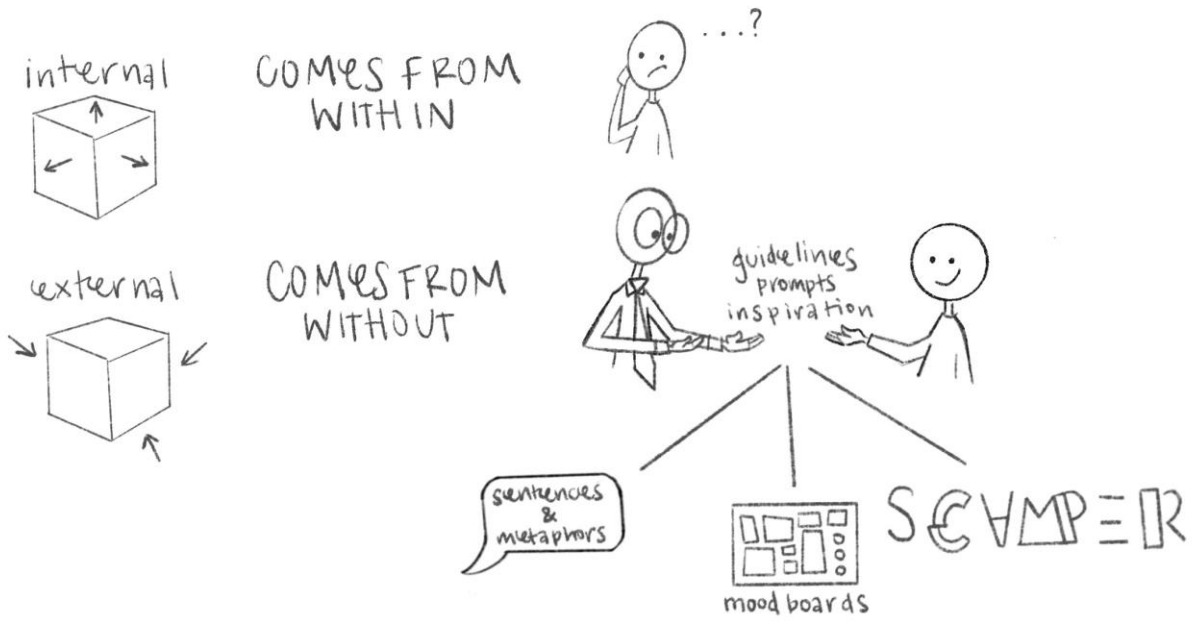


COMBINATION OF
internal & external



STIMULATION

[3] LÓPEZ-MESA



[3] LÓPEZ-MESA

HOW TO MEASURE CREATIVITY?

① **FLUENCY** **FLEXIBILITY** **ORIGINALITY**

[1] SARKAR

② **NOVELTY** **PRACTICALITY** **VARIETY**

[3] LÓPEZ-MESA

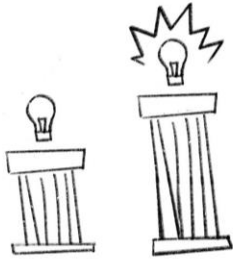
③ **QUANTITY** **QUALITY** **NOVELTY** **VARIETY**

[4] SHAH

ORIGINALITY

PRACTICALITY

4



[2] GOLDSCHMIDT

HOW DO CLASSICAL RHETORICAL FIGURES OF SPEECH INFLUENCE CREATIVITY?



2.0 METHOD



BUT METAPHOR LETS US BEST GET HOLD OF SOMETHING FRESH

[5] ARISTOTLE

WE USED 4 FIGURES OF SPEECH AS AN external WAY TO

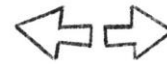
ENCOURAGE

CONCEPT GENERATION

[6] HOWELL

2.1 FIGURES OF SPEECH

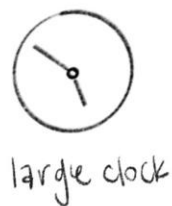
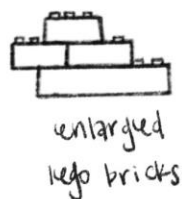
IRONY : TO CONVEY A MEANING THAT IS OPPOSITE TO THE PRODUCT'S LITERAL MEANING



CHIASMUS : CONCEPTS ARE REPEATED IN REVERSE ORDER IN THE SAME OR MODIFIED FORM



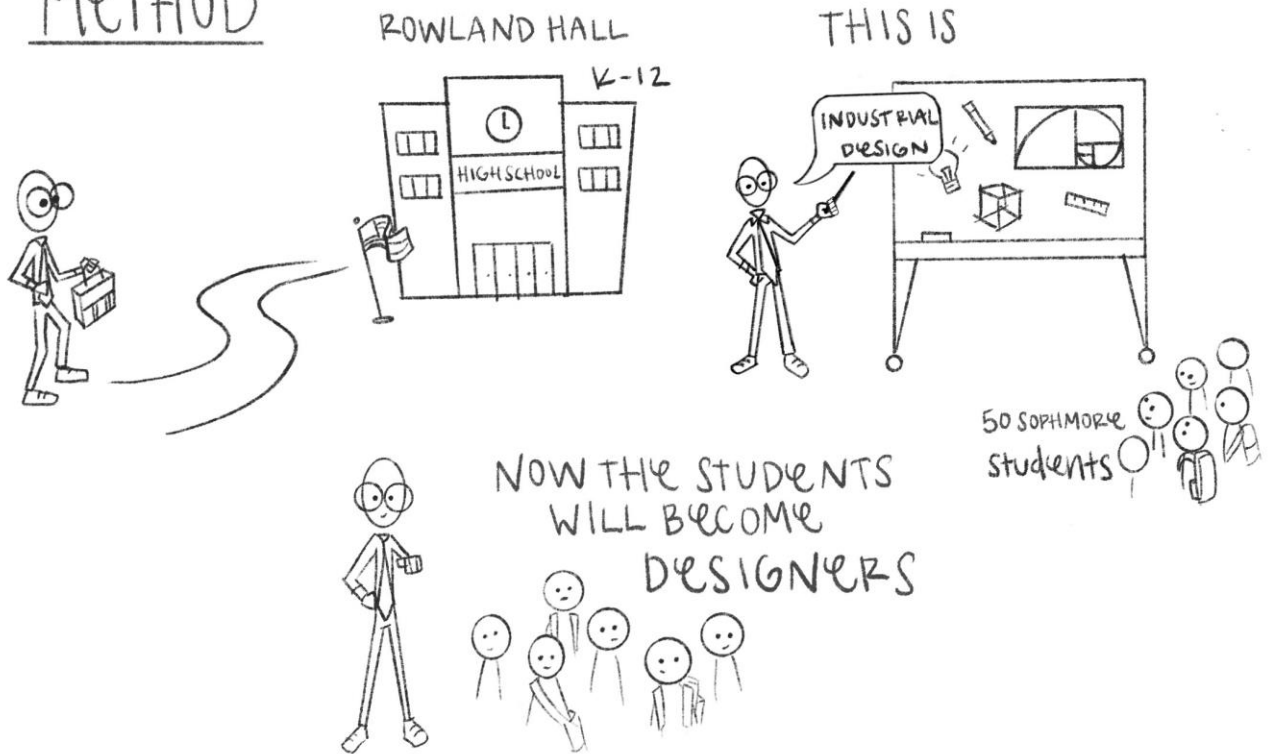
HYPERBOLE : AN OBVIOUS AND INTENTIONAL EXAGGERATION OF AN OBJECT BEYOND ITS NORMAL FORM



ZOOMORPHIC : GIVING AN OBJECT AN ANIMALISTIC CHARACTER OR TRAIT

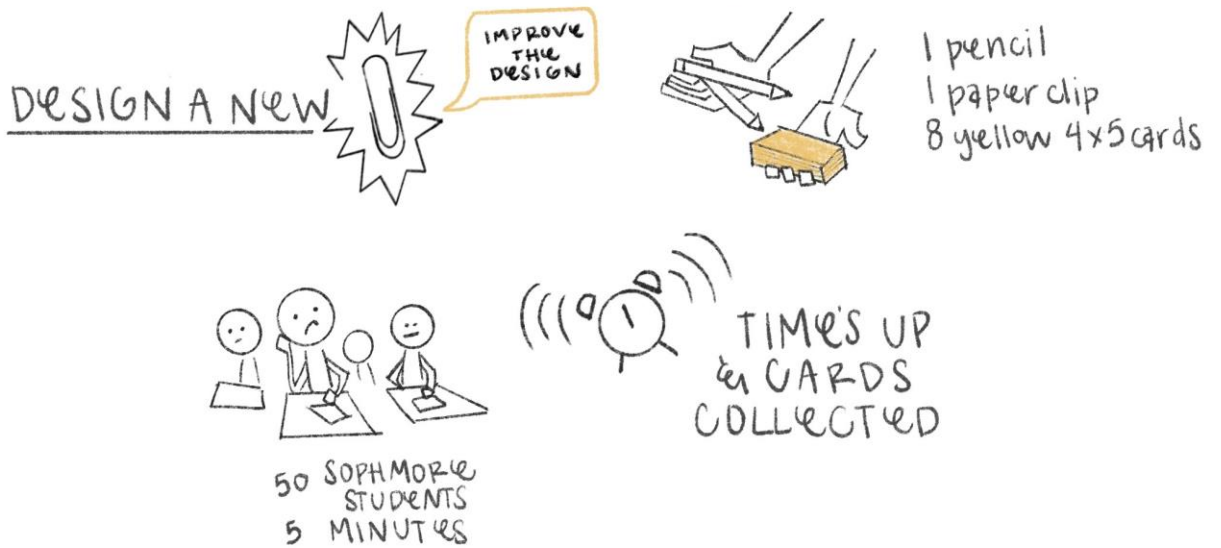


2.2 METHOD



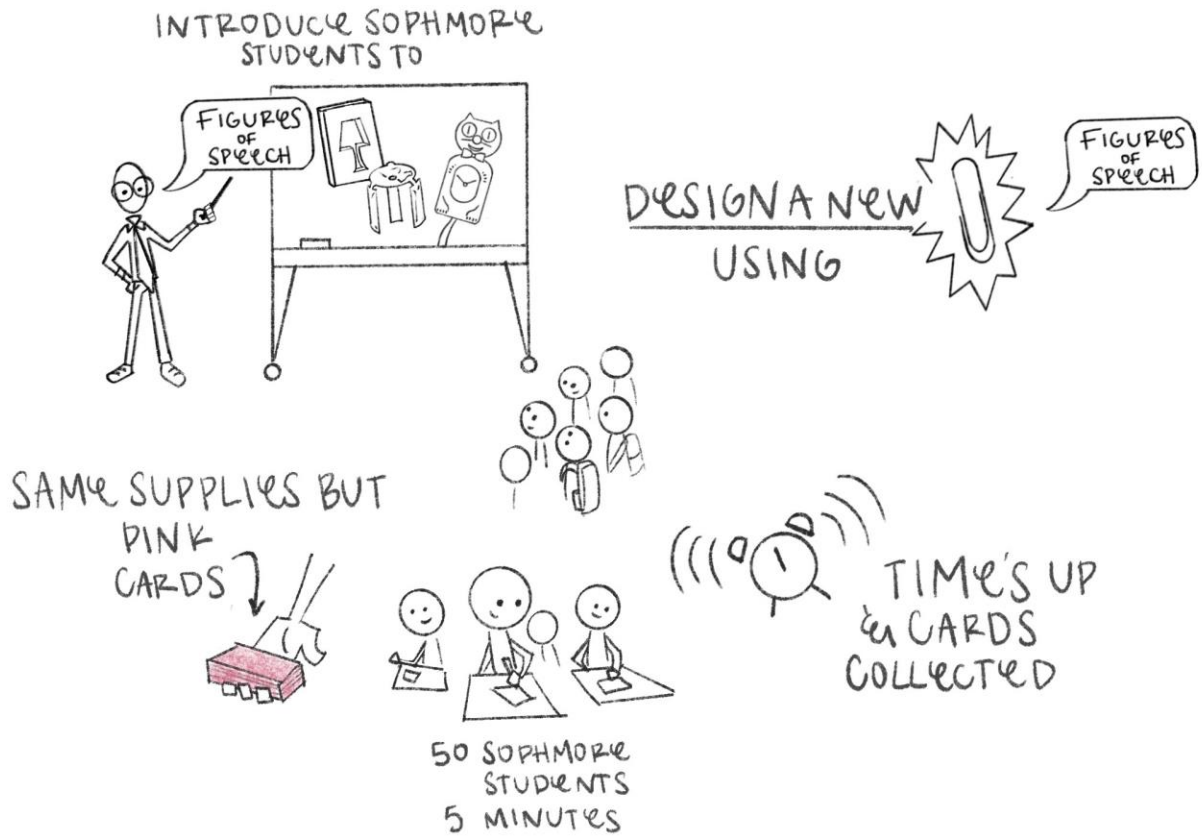
EXPERIMENT ONE

SELF GENERATED CONCEPTS (SG)

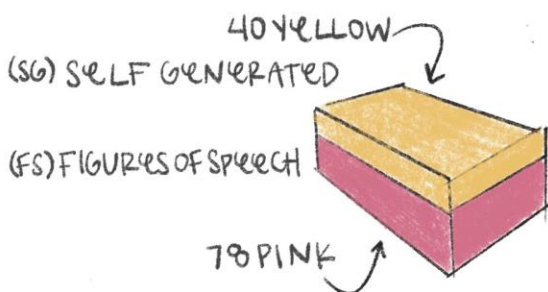


EXPERIMENT TWO

FIGURES OF SPEECH (FS)



3.0 RESULTS



WE MEASURED




OF PROPOSALS
FLUENCY

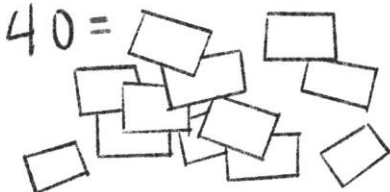


OF UNIQUE CONCEPTS
FLEXIBILITY

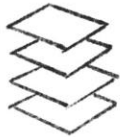
3.1 SELF GENERATED IDEAS (SG)

↻

LOTS OF REPEATED 

40 = 



4


CATEGORIES EMERGED

- 1 MATERIAL CHANGE
- 2 PROPORTION CHANGE
- 3 LETTERS
- 4 SPIRALS & TRIANGLES

MATERIAL CHANGE





S
G
I

11 proposals
9 unique concepts

PROPORTION CHANGE




S
G
2









19 proposals
3 unique concepts

LETTERS

S
G
3









9 proposals
5 unique concepts

SPIRALS & TRIANGLES

S
G
4


24 proposals
3 unique concepts

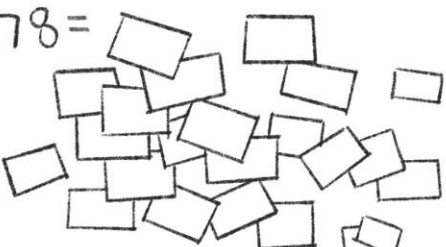
empty

2 blank cards


3.2 FIGURES OF SPEECH (FS)

↻

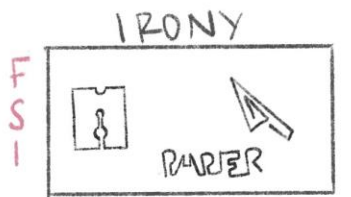
FEWER REPEATED 

78 = 

4


ASSIGNED CATEGORIES

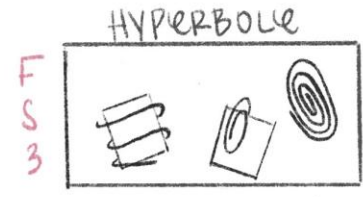
- 1 IRONY
- 2 CHIASMUS
- 3 HYPERBOLE
- 4 ZOOMORPHIC



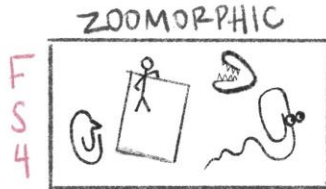
17 proposals
17 unique concepts



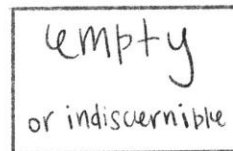
19 proposals
17 unique concepts



20 proposals
6 unique concepts

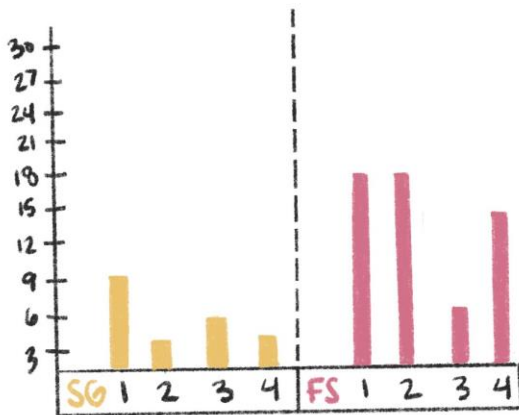


27 proposals
13 unique concepts

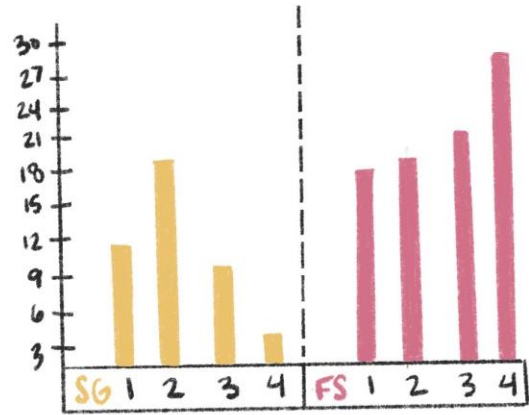


7 blank cards

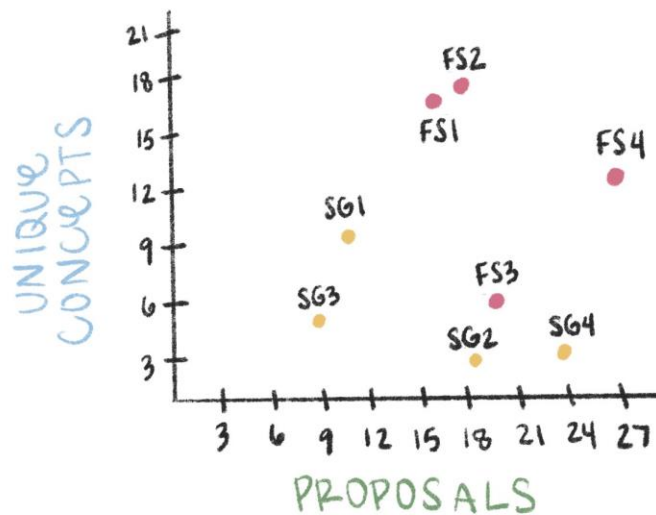
4.0 DISCUSSION


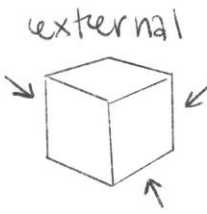



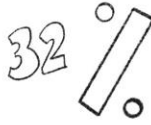

UNIQUE CONCEPTS

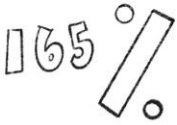



PROPOSALS

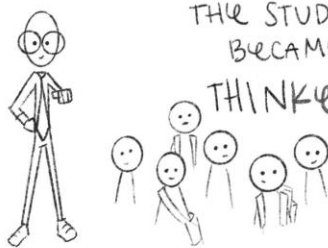



IN THIS  ^{timed} EXERCISE,  ^{external} STIMULATION
USING  ENHANCED CREATIVITY,


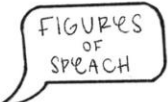

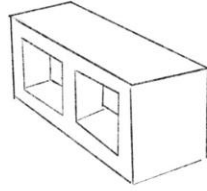
PROVIDING A   IN FLUENCY

AND A   IN FLEXIBILITY




———— BUT IN ADDITION ————

 THE STUDENTS BECAME THINKERS 
AND WALKED AWAY FROM THE WORKSHOP WITH ...

A KNOWLEDGE OF HOW

   
ABSTRACT TRANSLATE TO CONCRETE CONCEPTS

AND THE

  TO SOLVE REAL WORLD PROBLEMS 

[7] HOWELL

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