



The benefits of Gamification applications in industrial design learning

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Abstract:

Design approaches are always exploring new ways and means to match nowadays needs, and to be suitable with the latest technologies used in the social media networks and competitive games. Therefore, a new innovative vision is now required to develop the current design approaches as well as design education methods, which has become inadequate in the field. Hence, Gamification is utilized as a new innovative approach that to be exploited in the design teaching processes resulting in developing new ways which are more fun/participatory and more able to lead creative and rapid design solutions.

Gamification is one of the most widely held media and entertainment in the world. A daily routine that has invaded our modern life, and has also redirect the interaction with the services and products to develop more attractive experiences, so users would be passionate, competent and even happier with much far less effort and cost. In the design education sector, Gamification will be utilized the deploying of the games' elements to motivate students for learning, experimenting and working towards distinction as the games' elements -such as points and levels-are present. Gamification can also assist in developing the personal qualities such as perseverance, creativity and flexibility, in a way that enable users/student to become part of the design team along with experienced designers in order to deliver their innovation within the design process. This would make CO-Design the ultimate means to user experience and by using distinctive Co-Design techniques, users can stimulate design process and create design solutions in an easy, pleasant and practical way that can be integrated into the design process. Accordingly, participation in playing will become a primary objective for the usability of any modern activity of user experience, which will be added to the conservative aims such as efficiency, creativity and satisfaction.

This research aims to raise the industrial designer's ability to exploit the playing techniques as a tool for generating ideas in a participatory manner, as one of the modern methods of industrial design education through the application of Co-Design and Gamification design. The research problem lies in finding new ways, which are suitable to and applicable in both the education and practice of industrial design to help create design solutions faster, with fun, and participatory manner to cope with the nature of modern and advanced products, as well as our modern lifestyle.

Keywords: Gamification – Co-Design – Game Design – Game theory