

Design as a creative industry achieving creative economy for developing countries

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Abstract:

The main problem for developing countries is their dependence on the applications of the rentier economy or at best the value-added economy which makes their GDP very limited and this is reflected at the level of per capita income and the low standard of living for the majority of individuals, and for developing countries to rise from their repression and can keep pace with global development and accelerate growth rates in The world should change its economic policies towards a knowledge economy and an innovation economy that achieves tremendous growth rates by relying on an unconventional methodology in managing productive and service institutions. Design is considered one of the most important creative industries, which is considered the main pillar in achieving the creative economy of developing countries, not only by designing products and services, but by taking advantage of the design thinking methodology that is characterized by creative thinking, experience, error, forecasting of potential breakdowns, and taking preventive measures to avoid them to take advantage of the limited resources to meet Unlimited needs. The research aims to define the role of design as a concept that includes many axes that contribute to achieving the creative economy of developing countries, and which still depend in their applications of the economy on the rentier economy or at best the value-added economy, which makes them limited the ability to develop and achieve prosperity and a decent life for their citizens on the one hand And limited influence in the global scientific and civilizational development, which is accelerating significantly, the research results have shown the pivotal role of design as a concept that contains several axes related to creative industries such as product design and service design under the umbrella of design thinking methodology, which is the main supporter of achieving the institutional creativity of the various organizations that provide products Or services in developing countries.

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