

Industrial Design Support “Think Tank” Technique

Prof. Mohamed Ezzat Saad

Professor, Industrial Design Department, Faculty of Applied Arts, Helwan University

Mona Amer Mohamed Esmael

Ph.D. Student, Industrial Design Department, Faculty of Applied Arts, Helwan University

Abstract:

“Think tank” is one of most familiar techniques frequently handled in the third millennium. A great debate is currently running about the intention of the technique and its function from the view point of its technical term vocabulary alternatives. Most of Those who used this term regard it as a new version of group thinking techniques. That is owing to that the first syllabus of the term “think” indicates “Judgment contemplation; weighing up; Expectation, believe, or imagination. It also denotes the use or exercise of the mind or one's power to reason in order to make inferences, decisions, or to arrive at a solution , judgment; Recalling knowledge from memory; visualizing; etc., in one hand. On the other hand, the conception of the second syllabus “tank” based on a common interpretation would entail a large (usually metallic) vessel for holding gases or liquids; A freight car that transports liquids or gases in bulk; a cell, etc. This would allow the term “think tank” to refer -in a direct interpretation- to any group of specialists designated to to carry on an interactive discussion about a specific issue as one of contemporary group thinking techniques. In the same time and due to the lack of deep critical interpretation of the term “think tank” according to several investigations on the matter and the improper definition and conceptualization nobody –to our knowledge- in the field of design in general and industrial design in particular has carried out a comprehensive inquiry to verify the specific roll of industrial designers in supporting “think tank” technique activities. **Aim of the study:** The study aims at clarifying the intention, meaning and definition of the “think tank” technique, as a technical expression to eliminate misleading thoughts about the definition & function of “think tank” technique in one hand and to emphasize upon the roll that can be played by industrial designers when involved in “think tank” activities, or supporting its achievement, in view of his explicit & tacit Qualifications. **Findings:** Reaching a convenient definition and concept to “think tank” from the industrail design point of view. Compilation of the major Industrial Designers Qualifications that would assist “think tank” activities. Issuing a set of recommendations and evaluation criteria insurs the proper integration of “think tank” acquaintance within the existing Industrial Design body of knowledge.

Keywords:

**Think tank,
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