



Design and Creativity

We encounter designed products every day, from bus tickets to buildings. We travel on, wear and even eat products that have been designed. What it is like to be a designer? What are the design processes that generate products? The 28 video tracks on this album reveal the importance of creativity in the design process and explore the products and practices of both new and highly experienced designers working in the international design world. Designers from Philips and IDEO explain how they formulate design plans, conduct market research and make design decisions. This material forms part of the Open University course T211 Design and designing.