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Survey of Approaches to “Design and Co-creation” Researches

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[Background] There has been transitions in design and cocreation within creativity research. Around 1950, Guilford started creativity research, however at that time art and design were not included. Since then, individual creativity has been revealed by the results of various experiments and tests. Nowadays, cognitive science has discovered the mechanism of creativity and brain science has demonstrated that there is a relationship between the brain and creativity. The target of creativity research has been expanding from the individual to the organization level. This is because creativity is formed by other people's influences.

In early 1990s, Nonaka and Takeuchi published the theory of Knowledge Creation Company. This is a Japanese theory of management that focuses on organizational knowledge. It provides the knowledge to produce good products as the organization's creativity. This is about design knowledge. Design knowledge is created through the process of knowledge creation, which is illustrated in the SECI model. Therefore, the SECI model has affinity with Design Thinking. However, design researchers point out various problems of Design Thinking for the industry. They propose rethinking Design Thinking and the cocreation methods that have developed together with the industry.

[Definition] Taura and Nagai (2010) divided design into three categories; Category A: drawing, Category B: problem solving, Category C: pursuit of the ideal. Design Thinking for industries is Category B. Taura and Nagai (2010) define Category C as “the process of composing a desirable figure toward the future”. The definition of design in this survey follows Category C. Additionally, cocreation also has diverse definitions. We decided to refer to a definition that focuses on creativity. To broaden the scope of this survey, we chose to define cocreation as ‘Individuals create something in a creative way through the interaction with outside.

[Purpose] This survey aims to discover the necessary elements and challenges to realize cocreation within category C of Design. We will investigate these from three different perspectives. The first perspective is human's abilities and skills. What kind of human's abilities and skills can compose a desirable figure toward the future? The second perspective is the design of BA (place). We intend to investigate the elements of BA within cocreation research. The third perspective is stakeholders. We will refer to case studies of participatory design and inclusive design where a variety of people have participated in.

[Chapters] This survey consists of seven chapters.

Chapter1: Background, purpose, and method of this survey

Chapter2: Definitions of design and cocreation in this survey

Chapter3: Report of human's abilities, skills, and activities in terms of design and cocreation

Chapter4: Report of BA design for cocreation in terms of design and cocreation

Chapter5: Report of stakeholders who do design as a part of cocreation

Chapter6: Analysis and integration of the literature

Chapter7: Answer the research questions and compile the challenges for the future