1. **The effect of semantics in design to increase the acceptance for metallic furniture products**

**Ph.D. Summary**

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**Abstract**

From the premise that the user is a primary objective of the design process, the success of any product depends on how it achieve physical and moral user needs and requirements, and more recently user's expectations changed and what is expected to be achieved from the offered products, the modern trends in design refers to the tendency toward products that attract the user, and communicating with him helping in the emission of his positive emotions that have the greatest impact in raising the user and urged him to buy the product.

**Key words**: semiotics, semantics, Product semantics, product language, user centered design, emotional reaction towards products

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**Shape Memory Alloys as an entrance for new design visions**

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**Abstract**

the enormous Evolution in field of product design during the last period was in fact a direct result for the Advancement of Applied Research in the field of engineering materials, **With the emergence of nanotechnology** a huge boom in the science of engineering materials have taken place yielded us a new alloys have the ability to restore its original form under the influence of a certain temperature after being re-formation, these alloys are known as **shape memory alloy (SMA).**

**And the Designer** as a procession to the speed of scientific progress and technological development and as an unmet of consumer needs and investigator of their desires, their
aspirations, he is in permanent need for a variety sources which achieve his imaginative visions for the design of products

**Key words**: Shape Memory Alloys, design visions, future uses of shape memory alloys

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**2. Benefit from TRIZ theory in the development of the designer’s creative abilities**

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**Abstract**

In view of the process of designing products more deeply, we find it's basically a group of creative solutions for the designer to the practical problems that appear when the products are used, showing the specific needs of the user that must be met by the designer through the development of existing products or design new products, Therefore, the designer in the process of product design exert a set of mental activities that aim to solve the problems. From relatively modern theories in the development of creative thinking skills in problem-solving is TRIZ theory. This theory include forty creative principles which were drawn from the Altshuller’s analysis for thousands of inventions, and these principles can be applied to solve any problem and therefore can be used to solve various design problems as we will in the research.

**Key words**: creative thinking, design problems, TRIZ theory

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