

## ABSTRACT: Creativity, Design, and Innovation

Design thinking has attracted interest in various fields as the ability to characterize humans. It forms a certain but pliable base for multiple disciplines featuring art, engineering, and science. The 21st century has recognized the importance of "design creativity" modes for establishing a balanced entirety in the future society.

The power forming the core of design ability is creativity. Discussing human-specific creativity and inherited human design thinking brings about comprehensive knowledge to understand humans. In this keynote lecture, we first examine what has been studied so far from the viewpoint of human science, including cognition, development, and behavior, with regard to human creativity so that we may be able to identify its relationship with design thinking as a social activity.

Next, we shall reconsider the relationship between innovation and design thinking to identify the inherent power of creativity in the framework of a human ego-social linkage that includes motivation, organization, and ethics. Innovation contributes to revitalization of not only the worldwide market but also the entire activity of a society. Therefore, one of the aims of higher education and industry is the popular trend to groom innovative people, although our knowledge of management technology for innovation is yet uncertain. By introducing a significant program of design education, this keynote suggests new modes of design based on a tentative model of the curriculum of "innovation design." Based on the proposed model and the latest mode of life styles, we shall then discuss the essential structure of the pedagogy for "design creativity," design community for co-creative activity, and the future challenges of design creativity. In attempting to realize an ideal model of innovation design, this keynote highlights the essential issue of individual design creativity and social innovation.