

DESIGN EDUCATION AND THE CULTURE OF EMOTIONS AS NUTRITION FOR DESIGN SOLUTIONS

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Research purpose. Nowadays design experiences dynamic changes in all of its forms. These changes overflow the designer's thought process with a lot of information and cause many difficulties. Therefore, adaptation has become a key point for every designer's work as well as his cognitive knowledge and emotional intelligence. Understanding certain types of people and cultures, as well as technologies and tools, is essential when aiming for sustainable design. Design professionals working in a team and design users are emotional decision makers.

Keywords: Adaptively, create connections, Culture of emotions, Design education, Design process, Emotional Intelligence, Flexibility, Sustainable Design, learn to learn

Research Methodology. Our shared study case consists of several educational projects. Their main purpose is to provide synergy of visual language, culture and to create experiences. The base elements of the design process consist of subject research, study cases, ideation, execution and evaluation of the results. With the main topics being: *Emotional intelligence* - the key towards adapting today's practice and successful user experience; *Concept of design* - to link the dots between emotional intelligence and personification of the audiences; *Sustainable design* - to seek and cultivate an everlasting design. Today's hot subject for all is to dedicate our creativity to solidarity with Ukraine people for meaningful emotional impact in fighting for peace.

Results / Findings. How to create meaningful content in communication design? Working design solutions are based on the right hierarchy of communication channels and visual messages (fig. 1-4). In its core the sustainable design implements self-improvement based on the consumers interacting and feedback.

Originality / Practical implications. The research might be helpful to anyone who has interest in studying any design field. It tries to create hierarchy in the emotional culture related to the design product and local context.



Figure 1. "Ethno" display font. Author: Alexandra Slavova, 2022

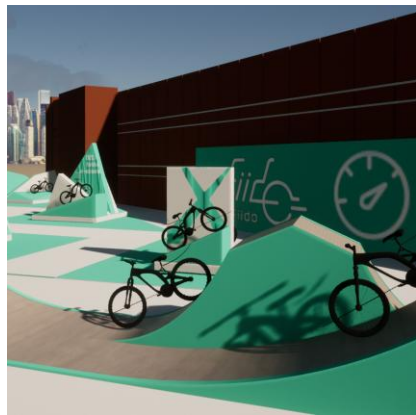


Figure 2. Sport bikes outdoor advertising ground. Author: Denitsa Gospodinova, 2022

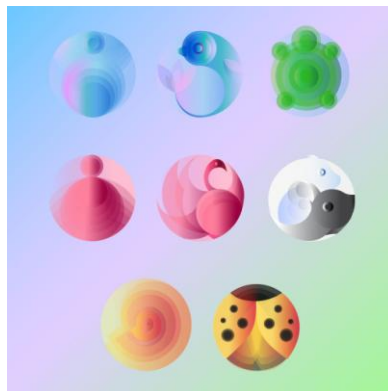


Figure 3. Visual communication system for Sofia Museum of Natural History.

Author: Simona Gvozdeikova, 2021



Figure 4. Beekeeper in space. Author: Todor Todorov, 2021