

CONCEPTUAL ROUTES IN THE DESIGN PROCESS INTENDED FOR THE ECOLOGICAL PRODUCT

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Abstract: The large development of the technology has imposed the necessity to introduce some ecological measures of protection and conservation of the environment. These measures have determined the introduction of some conceptual routes in the design process intended to the ecological product. This way, there is desired the involvement of the specialist from the field of design in the recreation of a new thinking system of esthetic, functional and static principles which is compatible with the new philosophy brought into the attention of the ecological planning. The present work proposes a new approach to the principles of planning in the field of design which correspond to the standards from the field of ecodesign.

Key words: ecological product, industrial design, esthetics, functional, static.