

عنوان مقاله:

Examining the Components of Teaching Creativity in Architecture with an Emphasis on Semiotics

محل انتشار:

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خلاصه مقاله:

The design process is a set of steps that a designer goes through consciously and unconsciously to achieve a solution to the design problem. What is more important than the design itself is the design process. The goal of a design is to achieve creativity that shows itself in a specific spatial or physical composition. By applying the science of semiotics in design, creativity can be increased in people and people's mental schemas can be strengthened to remember different spaces in people. This research aims to extract and categorize design education components based on semiotic opinions. The methodology is a combination of qualitative and quantitative nested types with quantitative analysis units. In the qualitative stage, semi-structured interviews were used to identify the variables after extracting the concepts, to conduct interviews to clarify the components of the theoretical field effective in design education, and semi-structured interviews were conducted with 28 experts in this field. The results are entered into the ATLASTI version 9.1 software for ease of doing the work. The components were extracted and based on them, a questionnaire with a Likert scale was compiled and distributed among 384 architecture students. The data are analyzed in ORIGINPRO software version 9.9.0.225. The results show that the components of training to observe the principle of holistic view and training to create spatial levels with a value of (1.000) have the highest factor contribution and the least related to the use of different types of light with a value of 0.331.

کلمات کلیدی:

Components of Design Education; Architectural Design; Semiotics; Creativity in Architecture

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