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Design Innovation

Bio Data:

Advertisements Designer – an educational scholarship from kingdom of Saudi Arabia to Receive Doctorate Degree in Design Philosophy – Advertisements Department – Faculty of Applied Arts – Helwan University.

Research Title:

The Effect of Inspiration and Creative Thinking in Exhibition Stands Design as Three-Dimensions Advertising.

Introduction:

Creativity and innovation has become essential for survival since the organization survival is a strategic aim, thus all creations and innovations are strategic. Thus creativity and innovation are considered from the priorities of the organizations concern in all aspects without a reception to keep its survival in the market. The designer must be creative without any restrictions or limitations so he will be characterized by novelty, variance and singularity so his advertising message will be distinguished and stuck in the minds of the audience to reach the process of persuasion and the maximum possible responding of the audiences of the advertising operation. The creative thinking is the ability of the individual of free thinking that helps in discovery problems and reformulation of experience factors in new patterns by submitting the greatest number of alternatives to reformulate this experience by various methods that are suitable for the situation which the individual encounters. Thus these new patterns will be characterized by novelty as for the individual himself and the society where he lives. This ability could be developed and trained on. The forms that have a meaning and content will be able for brain storming of ideas about its form content. When adding the content idea to the form idea that is complementary and support or consolidate the form. The designer will have approached successful design, as the content idea could destroy the vitality of the main form of the design which on the contrary could be very successful as a symbol that doesn't essentially narrates anything. Choosing the design idea depends on choosing the

communication messages of the institution which aim in general to create the desire and move the potential motives in the individuals that could convince the receiver of these messages in a way that conform with the institution objectives. This stage takes place inside the designer's mind, then its registration by writing before using the computer. This mater will help the designer to translate abstract ideas and rigid concepts into visible factors characterized by vitality and motion which achieves required influential goals.   The main concept stage gives the beginning signals for the designer of Exhibition stands to find a mechanism to translate the story of exhibition stand and turning it to reality and target space. Thus it was necessary for the designer to conceive the importance of creative thinking and the method of reaching it through the mechanism of generating ideas and inspiration from various factors. In addition to comprehending the role of multimedia and smart materials in the process of creativity in designing exhibition stands.

The research tend to study the core of creative thinking and its types and the idea as a main stage of the design process stages and building the exhibition stands. Also inspiration from the following:

- Nature.
- Music and mathematics,
- Pneus systems and packing of volumes.
- Topological tendency in design.
- Superposition and scaling.
- Folding.
- Metamorphosis.

Also studying smart materials and Multimedia which is considered from the influential factors in designing exhibition stands.

such as:

- claytronics.
- Hologram.
- Interactive displays.
- Hypo surfaces.
- Video- interactive displays.
- Multi displays system and its techniques.

Research Problem:

The main research problem is the adopted classism in designing exhibition stands without dealing with the modern methods and using techniques that cope with the era and achieving the required competitiveness.

Research Objective:

- The research aims to enrich the ideas used in designing exhibition stands through inspiration and using modern techniques, multimedia and smart materials in designing exhibition stands.
- The ability of competition in the field of three dimensions advertising design together with the great openness on the world.

Research Objective:

The research importance is represented in specifying the various methods of generating ideas

and multimedia and smart materials which is very effective is creativity and innovation.

Research Methodology:

The research method depends on the analytical descriptive methodology based on choosing patterns of advertisement designs and describing and analyzing to be acquainted with its advantages and disadvantages.

Research Results:

- The creative thinking is the most important art of the design process as a whole, through the concept and its development. Also idea development takes place in several steps beginning with imposing a group of general ideas, its refinement its formulation and development to reach the final creative idea.

- The importance of a brain map that help greatly in inference of the relations and links between ideas together with preserving the main concept of information.

- The inspiration process together with being restricted to the standards of design are the basis of acquiring the designs of exhibition stands characterized by creativity.
- There are a lot of various inspiration sources which conform with all fields of design. But the designer must master choosing the suitable one that conform with the exhibition stands job.

- Studying the consumer's behaviour has a great importance in the idea of exhibition stands.

- The used materials in exhibition stands and multimedia have great effect in achieving the target of the main communication process which is attracting the attention especially that the exhibition stand isn't established solely but it is a part of great group of exhibition stands that compete to achieve this target.

- The necessity of copying with everything new in the field modern techniques which is also considered a source of inspiration, even the whole idea of design could be built on multimedia technique.

Conclusion:

- Through the research results, we find that creative thinking and inspiration have a positive effect in designing the exhibition stands characterized by creativity within a market which is about to establish exhibitions continuously.

- Using modern techniques and smart materials have a positive impact on achieving innovation and creativity in designing exhibition stands.

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