



The design idea between Interior designer's subjectivity and objectivity

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Abstract:

Within the fast and developmental changes, the design idea was considered as the inevitable product of life movement in all fields without exception. As it is a global, scientific, aesthetic and technical language, of which the designer can address his ideas as a thinker, innovative and creative..... who conveys the design idea from the intangible to the tangible stage through connecting between the mental image and perceptible reality, turning the ideas to formal components. There are a lot of factors that affect the direction of the concept of the design and it's method of application. These factors are firstly related to the interior designer character.

The design idea can reflect; The general philosophy of the designer - his cultural background and affiliations - his design philosophy and the expressive entrances - the designer trends of design - his vision of the design problems and identifying aspects and ways to resolve them - his intellectual abilities and multiple experiences, as well as his ideological standards, all of this aspects result in self-reflections of the designer on the nature level of the design act.

On the other hand, the functional principle and finding appropriate forms for the job in interior design through visual formations, governed by artistic values, is at the end adopted by the designer, in which it is related to his cultural and social content. Figure in the design production is considered as a response act to complex, multiple and rational factors, which require the designer not to impose the form on the design, but deduce it objectively through the environmental situation around him.

Statement of problem :

The researcher through this research which attempt to figure out this problem origin through answering the following questions:

- Is the design idea a duty or an option or a solution?
- Should the interior designer translate the design act of the interior spaces in an objective or subjective way?



Objective:

Thus, this research aims to reach the design thinking steps which help the interior designer to create innovative design ideas that reflect his design vision and character through objectively controlled aspects, as he is the actual translator for those ideas.

Hypotheses:

The search supposed that subjectivity and objectivity of design concept in the design of interior spaces related to the interior designer' s vision and his intellectual variables.

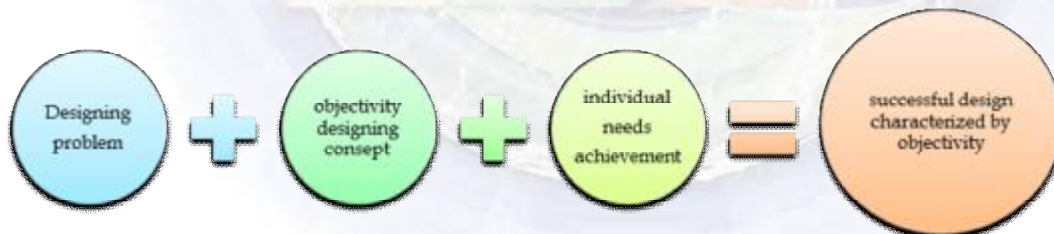
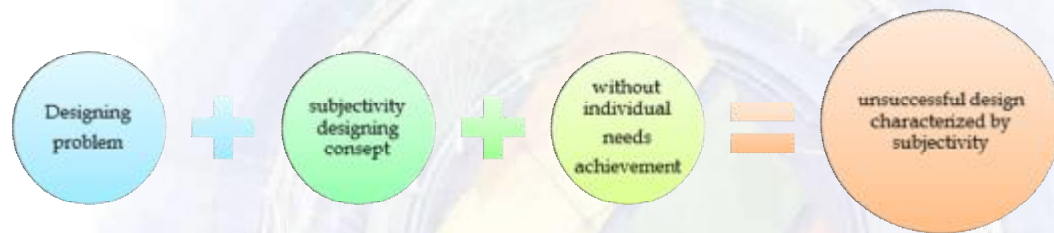
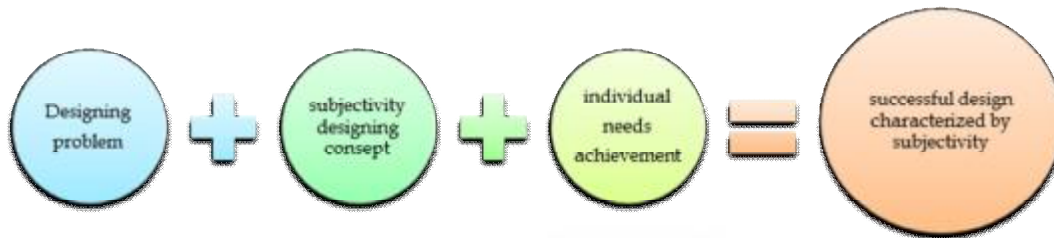
The importance of this search came from the studying of the design concept as it is the design process main core. Also studying the designer ability in controlling and dropping subjectivity and objectivity values in his ideas.

Methodology:

The idea belongs to the analytical and descriptive method to explore the elements of the research problem concluding it's design solutions.

Results:

- 1) The design concept required by the design and to solve his problems, so it must be flexible, clarity, originality, objectivity and honesty.
- 2) The design concept, despite of its power and influence as it is the core of the design process loses the value if the designer did not find appropriate material elements for its implementation.
- 3) The nature was and will remain the first teacher of the designer in the development of his design concept.
- 4) The idea does not accept with the original case, it always requires the development, which needs some feeders penned by “knowledgeable - technical - skill able and assessable components.
- 5) Designing of the interior spaces is subject to objective considerations more than self-considerations, as the principle of the function that directs the interior designer to find a design to achieve its objectives adequately.
- 6) Dropping the values of subjectivity of design concept considered as unrejected idea by the user if the proper functional data available at the thought of the designer accompanied by a deep understanding of the nature of the environmental variables , such as traditions , intellectual and cultural level.





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