

The utilization of mental maps in enhancing creativity in the design process of printed upholstery fabrics

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Abstract:

When the century began to use the mind it was realized that the creative mind is the mind that uses all its parts, which led to the emergence of a tendency to form an awareness that the creative human potential is greater than we previously believed. When we use the skills of one hemisphere of the brain, the amount of creativity will be negligible compared to what we will reach when using both hemispheres. The creative potential is unlimited. Hence, the scientist "Tony Buzan" developed what is known as the mental map, which is an expressive method for ideas and plans, rather than just words, where branches, images and colors are used to express the idea. It relies on visual memory in a diagram that is easy to review and remember with easy rules and instructions. This method is the actual method that the human mind uses to think. Whereas the methods used to teach the design material and the tools that the student usually uses when recording notes, whether words, lists, lines, arrangement or sequence that stimulate the mental skills of the left half of the brain, but the skills of the other half of the brain are not used which wastes a large part One of his mental energies can be used to create contemporary design ideas that are original. He saw the possibility of using mental maps in teaching the design material in general and the material for the furnishing fabrics design in particular. She also sees the importance of teaching the way to draw the mental map for students to use in developing design ideas as it helps the student to organize his ideas and technical data that are in his hands and then facilitates the stage of imagining the final form The design idea is supposed to be. The study problem is based on the fact that the traditional methods of teaching design material may not be suitable for all students, as there is a group that cannot translate between their hands form elements, color plans and technical methods into acceptable design ideas, so many of them resort to imitation, which prevents the emergence of any thought Creative or distinctive artwork. Here, the importance of study arises in seeking to use a new method of thinking based on the use of shapes only without using words, which causes the mind to make mental bonds and links that lead to unleash the student's innovative thought. The study aimed to take advantage of mental mapping in the teaching of the design subject, by training students on how to invent design ideas suitable for employment as printed furniture fabrics using the method of mental mapping. The study concluded that using the mental map to explain the design of furnishing fabrics (furnishing and curtains) made it easy for students to understand the information and raise the speed and efficiency of absorbing the idea. It also demonstrated that female students' use of mind maps in developing the design idea contributed to emptying all ideas and information in one sheet (the map), which greatly helped in arranging technical data and organizing it to reach a good and innovative design idea, which was evident in percentages after emptying the opinions of arbitrators Participants in evaluating design ideas through survey forms.

Keywords:

Mental maps
Design process
Enhancing creativity
Upholstery fabrics

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