

أثر التصميم التفاعلي على أساليب العرض في الوحدات التجارية

Impact of Interactive Design on Display Techniques in Commercial Units

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Introduction

The technical concept for design techniques of visual shopping is the integration of the elements of fine art with the technological sciences for creative design of display methods as a visual attraction for the shopper. The design of internal architecture for commercial units depends on good planning of the spatial space; elements of architecture design that innovative means of displaying to achieve competition for promotion goods through use of interactive design as an element of attraction of the objectives of commercial activity. Therefore the impact interactive design trend gives, a lot of challenges to internal architecture designers for employment in commercial spaces with its impact on elements of internal architecture in many levels of horizontal floors, walls, partitions, ceiling and lighting as well creating dramatic environment roaming for the shopper. When using different interactive design methods for the displaying process that accordingly affects the acceptance of goods, freedom of choice and the comparison between available alternatives when doing the purchase process. Interactive design and its effect in the design process is a great and exciting way to make people interact with what presented to them. It includes a number of key determinants including visual attraction, ease of use and flexibility to deal with the functional objective of the purchase.

This research sheds light on the innovative solutions for the interactive design in the applications of elements of internal architecture and the extent of the use of technological techniques in the field of raw materials and construction and its effectiveness in commercial marketing.

Key Words: Interactive Design, Creativity, Technology, Visual Attraction

Importance:

Acknowledgment impact of interactive design in the displaying methods along with, an analytical study over number of applications in internal architecture elements used in designing commercial units. Bearing in mind, that there is a problem is the list of the few or rare use of that type of technology of designing commercial units in general in Egypt or, lacking sufficient knowledge of basics of these techniques or, the high cost. Where the research will address a number of applications and models, and how to plan and apply them using a number of foundations and rules used in that type of modern design techniques.

Objectives:

- Studying the principles and principles of design for interactive design and its use as modern techniques in the internal architecture of the commercial units.
- Identifying the impact of the design trend of the physical and motor interaction on the elements of interior architecture in commercial spaces.
- Developing a methodology for the internal design of interactive displaying methods in commercial units as one of the elements of creativity and innovation

Methodology:

The research paper adopts descriptive analytical method, which relies on the collection of data from specialized sources and the use of the analytical method of data for a number of applications of interactive design techniques on presentation methods. The study of interactive design begins with concept and definitions of interactive internal architecture and its elements. The determinants of the interactive space to determine the effect and effectiveness on the available space through the analysis of the geometry of the form of the functional and functional with the analysis of the mobility plan for the public and the analytical study of the internal levels of floors, roofs, walls and lighting methods.

The research subjected to number of technical fixtures and techniques for the equipment of different display types, materials and formations which were designed by specific standards aware of light weight materials, easy to install, dismantle, and ease of transport and storage.

Expected Results:

- Developing a curriculum that achieves interactive access and innovative presentation methods in commercial units.
- Dissemination of the concept of interactive design among the designers of internal architecture and the beginning of its spread in different areas of architecture.
- Raising promotional efficiency of commercial units through sophisticated systems in presentation methods.