Virtual simulation as an interactive learning environment and its role in the development of creative thinking of the student

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Abstract

Virtual simulation is one of the most important techniques that have been adapted in the teaching of advertising design, Because it simulates reality in front of the student, And allows him to experiment and enjoy to access a designing solutions through various activities using the computer.

The process of thinking is the mental dialogue that aims to reach successful solutions to the problem of design. Through the data and targeted requirements, thinking depends on the integration and organization of past experiences and the discovery of the correct responses. Thinking can't be done unless preceded by a problem that challenges the student's mind and moves his feelings and motivates his motives. The thinking is characterized by research, exploration and looking beyond the events and phenomena, but the idea is at the end and is the outcome of the process of thinking.

Creative thinking seeks to solve problems and discover new relationships among elements in order to reach new ideas that are distinct and applicable. Virtual simulation has responded as an interactive learning environment to that as it develops students' creative thinking to solve the problems they encounter during the design study.

The importance of the research is Shown through the role of virtual simulation as an interactive learning environment in the development of creative thinking of students of the Faculty of Applied Arts. It is possible that the virtual simulation provides an opportunity to the student of the advertising department to expand his awareness, And then training and control the educational situation at various degrees and allows the freedom to modify the design to reach the largest number of design solutions that contribute to increase the student absorption of information.