

The effectiveness of “Scamper Strategies” in reformulating the decorative unit inspired by Islamic Art

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Abstract:

Cultural globalization still raises widespread controversy, and an ongoing discussion with its pros and cons unleashed creativity and innovation, and eliminated traditional ways of thinking, during which it abolished barriers between countries and led to civilized interaction between different countries and a clear and radical change in the patterns of human interactions, and an affirmation of strengthening the essence of the cultural identity of the Kingdom of Saudi Arabia. Above the facts of change and the accelerating development of globalization, comes the designer's responsibility to preserve and protect the cultural identity and confront technical and intellectual challenges by adding the creative dimension and directing this revolution in favor of the progress and construction of decorative art elements as one of the manifestations of cultural identity distinction that ensures its continuity.

Hence the importance of the research in confirming the creative role of the designer to enhance cultural identity by emphasizing the positives of decorative art and strengthening its qualities and characteristics and promoting the transmission of national identity from one generation to another through renewed visual visions of decorative design in form and content and transforming it into a symbolic entity replete with multiple and absolute values that do not threaten identity. Nationalism is annihilated and dissolved in the current of cultural globalization, but rather reshapes it and adapts to the present and the future.

Creative thinking is a cognitive mental process directed by a strong desire to search for solutions and reach original creative outputs that were not previously known, characterized by originality and flexibility. One of these creative starting points that can be used to solve the problems facing the designer in a creative and idea-generating manner is the scamper strategies. Therefore, the researcher believes that the effectiveness of scamper strategies can be seen to reformulate the decorative units, and to achieve this, the researcher followed the applied approach: using computer design programs, Adobe illustrator, and Adobe Photoshop. To reach at the end of the research the following results: The possibility of benefiting from scamper strategies in enriching the decorative design, and the recommendations appeared in the application of strategies in various types of decorative units as an enrichment thinking process, and the experience of applying strategies in teaching applied arts.

Keywords:

scamper strategies , decorative unit, reformulation

Introduction to research

To meet the technical and intellectual challenges in the era of globalization, decorative art needs renewal, by adding a creative dimension and directing the revolution in favor of progressing and building the elements of decoration and confirming the positive aspects of Islamic art as one of the manifestations of cultural identity and strengthening its qualities and characteristics, and bequeathing the Islamic identity from one generation to another through renewed visual visions of the decorative units inspired by Islamic art and its transformation into a symbolic entity replete with multiple and absolute values does not threaten the Islamic identity with annihilation and dissolution in the sweeping current of cultural globalization, but rather reshapes it with the continuity of attraction and suspense in form and content. The creative designer is the one who anticipates the future and engages in strong battles to find new solutions for the present and the future. In view of creative thinking as a purposeful cognitive mental process directed by a strong desire to search for solutions to problems or to reach original creative outcomes that were not previously known, in which creative skills are used, such as fluency, originality, flexibility and problem solving (Jarwan, 2002). Creative thinking "is an activity My mind is complex and purposeful, guided by a strong desire to search for solutions or reach original results that were not previously known" (Abdel-Fattah, 2013, p. 6) and Rosen (2011) stresses that "thinking and creativity are two sides of the same coin. Creativity presupposes thought, and true thought presupposes creativity." (Pg. 48) These skills require mental strategies that the designer uses to achieve his goals and solve the problems he faces in a creative manner and a new vision. Scamper strategies are one of the creative strategies that can be used to generate ideas in a unique way. Therefore, the researcher believes that it is possible to benefit from Scamber's strategies to reformulate decorative units that reflect the material and spiritual essence of Islamic art in order to confirm the Islamic artistic identity. Research problem The research problem stems from the importance of promoting Islamic artistic culture in front of the successive global changes faced by the Islamic cultural identity, and the intellectual responsibility of the designer and his role in finding creative platforms for the possibility of formulating decorative design with a multiple expressive vision inspired by Islamic art that contributes to strengthening the cultural identity of the Muslim community. Therefore, the research problem is united to the following question: How effective is incorporating scamper strategies in reframing the decorative unit?

research importance The importance of the research lies in the following points:

- * The designer's responsibility and role in confirming the Islamic cultural identity in the face of the hegemony of Western culture and the successive global changes. The urgent need to develop creative thinking skills to face the designer's cognitive and skill difficulties.

search objective The research aims to:

- * Benefiting from scamper strategies in reformulating decorative units inspired by Islamic folk art.
- * Searching for new intellectual and technical strategies that enrich design ideas. Research hypotheses The search assumes that: The effectiveness of incorporating scamper strategies in

reframing the decorative unit can be measured search limits Objective limits: It is the study of scamper strategies and the effectiveness of combining to reformulate decorative designs. Spatial boundaries: includes the analytical study of the decorative mafrouka unit, which is inspired by the history of Islamic Hijazi architecture. search tools The experimental tools for research are identified as follows: - Using computer programs such as Adobe illustrator and Adobe Photoshop Findings and Recommendations The researcher concludes the following

results:

- * It affirms its responsibility in confirming the Islamic cultural identity in the face of the successive Western culture hegemony.
- * The possibility of developing creative thinking skills through one of the strategies to face the designer's cognitive and skill difficulties.
- * The possibility of benefiting from scamper strategies in enriching the Islamic decorative design.
- * Confirm the use of new intellectual and technical strategies that enrich design ideas. The effectiveness of the creative thinking strategies in the plurality and diversity of the decorative unit.

Finally, the researcher recommends

the application of strategies in various types of decorative units as an enrichment thinking process, and the experience of applying strategies in teaching the foundations of design in general, in drawing, the art of decoration and various types of applied arts.

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