

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