

The effect of ergonomics on the design of Sterilization cabins as a three-dimensional advertising tools in light of the prevention of COVID-19

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Abstract:

Epidemiological problems around the world, especially the emerging corona virus epidemic, COVID-19, have produced many challenges related to various areas of design, many design fields have turned towards benefiting from the new global culture related to sterilization and personal protection, and one of the areas that tries to benefit from that trend is the field of advertising, from the promotion of the institution products and services, whether at the local or global level. The sterilization cabins are one of the models that can respond effectively to this pattern of promotion of various institutions, as it represents one of the types of metal cabinets that are made of metal materials that do not interact with viruses and bacteria and are not affected by sterile materials, and they are also suitable for multiple design employment according to the definition of ergonomic controls and standards that Conform to the user. Therefore, with the current crisis, it was necessary to search for new ways to provide care, such as the use of sterilization cabins and health self-service, and support for health care efficiency and inclusiveness, sterilization cabins provide this possibility, but there is a need for design and ergonomic solutions that meet medical standards and are compatible with society and its culture. Therefore, this research aims to explore the constructive design of sterilization cabins as stereoscopic advertising means according to ergonomics controls at the physiological, psychological and environmental levels. The research problem lies in the need to develop sterilization booths as a three-dimensional advertising medium that effectively achieves promotion and attracts the recipient to interact with and respond to them, and at the same time, these cabins are structurally stable and according to multiple ergonomic controls. The research was divided into three axes. The first axis was concerned with studying the criteria for designing sterilization cabins from The formal aspect and the ergonomics, while the second axis discussed the title of visual communication through sterilization cabins as a stereoscopic advertising medium, and the research ended with the third axis which dealt with the mechanisms of designing sterilization cabins as three-dimensional advertising means according to ergonomics controls

Keyword:

Sterilization Cabins- Ergonomics-Advertising Cabins