

Developing creative designs strategy for social media campaign (A Case Study in Egypt)

Dr. Hanan Atef

assistant professor, the Modern University for Technology and Information, Cairo,
Egypt.

hananelkady2006@gmail.com

Abstract:

We can say that the roots of a creative society are in education. Among undergraduate students are “potential philosophers, artists, writers, entrepreneurs, craftsmen and women, people who will create, who will constitute, who will continue our culturally rich and unique traditions”.

The goal of this research is to highlight that there is a need to recognize and value the learning methods in a creative and innovative way, raising the visibility of skills acquired outside the formal system and fostering complementarity between active and traditional learning. Researchers have argued that creative potential can be realized, as one of the educational goals in the universities remains a key question. The answer must be reform in our educational methods. So the argument, therefore, is not about changing young people education methods, instead the emphasis is on their potential contribution to improvements in social and economic conditions.

This stud was part of the activities that contributed to the achievement of the UN women Strategic Objective: Eliminating Violence Against Women (EVAW) which relied on four principal concepts: survivor-centered, rights-based, systems-based, and community-based/participatory approaches. Showing first, how to use these strategies to develop creativity in teenage students (between 17-25); second, the importance of developing teaching methods and environments that can bring out the best in students, and third, showing the effect of mind mapping in creative campaigns ideas.

Research problems:

- First there is a need to recognize and value the learning methods in a creative and innovative way.
- Second is to raise the visibility of skills acquired outside the formal system and fostering complementarity between active and traditional learning.

Research hypotheses:

Using learning methods in a creative and innovative way will help students to create better social media campaigns.

Using in-group activities such as brainstorming and mind mapping will help students in a creative and innovative way.

The most important results of the research were using creative strategies like brainstorming and mind mapping. Those tools proved to be very effective in establishing communication with the community and conveying messages, and the volunteers mastered those tools.

Keywords:

Creative problem solving- Active learning - Mind mapping - Critical thinking - innovative teaching - personalized learning.