Using Pinterest in the Fashion Design Course to Create an Interactive Virtual Community in Distance Learning

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Abstract

The study's primary purpose is to verify the experience of the trainees in the Fashion Design course to create an interactive virtual community in distance learning using Pinterest, which is a social media and one of the tools of inspirational teaching techniques in art and design. The study also examines how trainees in fashion design are currently using as tools to enhance their learning or for their use in both school and their daily lives, and the importance of educational technology has emerged in the various art courses. The research focuses on purposely samples and the number of trainees ranges from (85) in a fashion design course in different regions of the Kingdom of Saudi Arabia at the Hail Virtual Training Platform at the University of Hail in 2021. The research design is a qualitative case study method. Data was collected through a questionnaire, Observation protocol, and a form to evaluate the results of remote training activities using Pinterest. The essential results answered the study questions, which were: 1)Analysis of the features of Pinterest and focused on the terms and types of sources in Pinterest, 2)Lesson planning using Pinterest as training activities in fashion design, 3)Evaluation of Pinterest by the trainees through the use of five criteria: "access", "usability", "privacy and intellectual property", "work and time management", "fun, innovation, and inspiration".

The criterion "fun, innovation, and inspiration" received the highest evaluation rate, and the study proved that Pinterest is a source of inspiration and innovation for the designer. Pinterest is the technical source for quotation and inspiration, as it is also flexible, speed of access, and diversity of ideas which helped designers to generate other ideas. It is one of the most critical tools of designs and arts because it contains images, videos, and various sites. Thus, the most important recommendation was to integrate social media as a means of modern technology in the curricula and courses related to arts and designs in general and fashion design in particular.

Keywords:

Pinterest, Fashion design, Virtual community, Distance learning.