

Electronic portfolio for the basics of residential interior design as a creative industry

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Abstract

The design of the interior-space is in constantly evolving, and the progression of the stage of creativity is important and valuable. In addition, providing various data, strategies and foundations are needed to achieve this stage in rapid-steps. Hence, the design changes to the stage of "Creative Industry" that promotes interior design ideas to keep up with the creative economy fields and compete with them .

The idea of developing a program (electronic portfolio) for the foundations of the the interior design space is to advance the design ideas, find a plan and a basis for creating a program for each field of design, introduce information that helps to access the design based on correct basis in various models, and provide the basic design data and the limits of changeability for each of them in all aspects.

Therefore, in order to produce a specialized program in interior design and architecture "the portfolio of the foundations of interior design", research is developing a strategy for creative industry to develop the creative economy. This will be considered as a cornerstone for the field of design and other creative industries, and it'll be a nucleus of the "creative economy" system. The name "Portfolio" was launched because it will serve as a bank of ideas, intellectual property rights and implementation rights for the concept of the idea, and to reach the maximum number of experienced individuals that that can be contacted through smart phones by uploading these programs and hence achievement of the creative category.

Keywords:

creative economy - bank - e-portfolio - intellectual property rights - creative industry implementation rights

Introduction

The creative industries are an important element in the formation of advanced economies, and they have clear activity in global trade, and their cohesion in the face of the repercussions of the financial crisis on the global economy was evident. Therefore, the creative economy is considered a group of activities and ideas that depend on new innovative visions that meet the needs of the market and employ technology. The information, knowledge and communications revolution in these activities. Egypt - with its enormous potential - has been able to achieve success and brilliance in the field of the creative economy.

"The creative economy is, in fact, a practical trend that advances the wheel of development and progress. Therefore, the state is making fruitful efforts and has made encouraging innovation a focus for this year and one of the most important goals of sustainable development and Egypt's vision for 2030."

To achieve this, the importance of the creative economy, the factors of its prosperity and growth, its characteristics, and the skills of creative growth must be clarified, and a supporting strategy must be created in many fields.

So the question here is: Is it possible to reach the stage of prosperity and success by relying only on the quality of ideas? Yes -- in what is now known as the "creative economy."

The author John Hawkins mentioned in his book "The Creative Economy" and defined it as an economy that "buys and sells ideas and money. So in this economy, the basic goods are imagination, creativity, and innovation. The more a person or organization possesses a greater amount of these goods." The greater the value of what he offers. Figure No. (1)



Figure 1 Illustration showing the basic goods of the creative economy (researcher source)

As for the industrial economy, the basic factors that drive value are output, trade, and the amount of demand from consumers. We thus find that in the creative economy, the strength and distinctiveness of the idea is the influence, while in the industrial economy, the production line and the basic factors that drive it are the influence. Figure No. (2)



Figure 2 Illustration showing the basic factors of the industrial economy (researcher source)

Research problem :

The field of interior design has witnessed, from the early stages of the foundations of design, design idea, style, and hypotheses, serious proposals and discussions to deal with residential interior space. Among the topics of great importance at the present time is industrial creativity

or creative industries. The main problem of research highlights the importance of providing a strategy for the idea of a creative industry. In interior design, it develops the creative economy and is the direction to produce a program specializing in interior design and architecture, "Interior Design Foundations Portfolio," and it will serve as a cornerstone for the field of design and other fields of creative industries.

Research Importance :

The "Interior Design Foundations Portfolio" program specializes in interior design and architecture. The idea is to serve as a cornerstone for the field of design and other fields of creative industries, that is, to be one of the cores of the "creative economy" system, which not only allows creative people to flourish in it, but the system itself is built on Share and implement their ideas. The name "Hafza" was launched because it will serve as a bank of ideas, intellectual property rights, and implementation rights for the initiator of the idea and who will communicate with him through specialists and parties concerned with the proposed idea, and to reach the maximum number of categories that can be a creative category. I found that through smart phones since they are one of the most popular products. Persistence and accompanying people most of their time at all ages. By including the program on phones, the individual can enter any creative idea that enlightens his mind and discuss it with many other individuals with experience. It may connect these individuals to a creative industry that benefits the economy, is a pillar of progress, and is a new field for expansion, release, and creativity.

Research Methodology:

The research follows the descriptive analytical approach. In the beginning, the main problem of the research, its importance, its most important goals, and the main and sub-hypotheses from which it started, must be identified, as well as identifying the most important tools used in collecting and analyzing data, while clarifying some of the characteristics that lead to achieving the research goal and concluding and devising the various design and intellectual foundations. And various solutions for the spatial distribution of interior design, and including this in the coordination and construction of the inputs of the "Interior Design Foundations Portfolio" program to be achieved, a specialized program in interior design and architecture.

Search Tools:

The research attempted to combine "the creative industry and interior design," and the applied importance of the research is highlighted by attempting to measure the relationship of correlation and influence between design variables, using a scale, foundations, and spatial distributions that were prepared according to a number of international standards and indicators, agonistic standards, and anthropometric standards, in line with what is proposed. In the developed world, and thus reaching results that could contribute to enhancing knowledge and experience in this field, as well as providing a set of solutions to many of the problems facing spatial design and distribution based on different interior and architectural styles.

Research Aims:

Creating a plan and a basis for creating a program for each field of design and entering information that helps reach the design based on correct foundations, in various models, giving the basic design data for each of them and the limits of the possibility of change in any aspect.

Results

- 1- Establishing the foundation and basic principles on which the program can be based
- 2- Create a design template and work for the design program
- 3- Specifying several grids for the foundations of design and spatial distribution as inputs to the foundations of design program
- 4- Developing spatial distribution plans for the Design Foundations program based on each model
- 5- Study and clarify standards for each stage or civilization of design thought to create a comfortable environment that suits the needs and requirements of its residents, and helps them practice their various activities in complete comfort.
- 6- Including humanitarian standards in the foundations of the program because housing is affected by all the diverse human, behavioral, civilizational and cultural dimensions that are directly reflected in it.
- 7- Determine the spatial characteristics of the spatial space to include this in the portfolio and reach how to achieve the human dimension in its three aspects (intellectual, material, and psychological) in the interior design of residential space.

Recommendations

- 1- The necessity of focusing interior design studies on various aspects of the foundations of design.
- 2- Activating training courses based on knowledge of the importance of psychological studies and the rhythms of interaction and production.
- 3- Paying attention in teaching students about design to the necessity of developing a solid design plan and strategy to link the foundations used as a whole.
- 4- The importance of finding and studying design and distribution networks and their impact on various internal spaces.
- 5- The need to design and interact with the built environment and shift our focus to improving the health of users and reconnecting with the world outside the walls of the space
- 6- The necessity of completing the study by detailing and presenting each intellectual and design style and civilization and clarifying the most important inputs and foundations of each of them that can be included in the program.

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