

The Role of Pentagram Strategy in Enhancing an Interactive Content of Branding Design Course

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Abstract:

The global trend is accelerating toward adopting the e-learning method to meet educational needs and fill the gaps facing educational institutions. Technology and the availability of Internet connection have helped most of the time in obtaining an interactive educational environment. As a result of the emergence of e-learning, educational strategies have emerged that greatly affect the interaction between students. And a faculty member, and between students and each other. This led to the opening of the field of development and the emergence of many researches and studies that called for the necessity of effective employment of these strategies in the educational process, which works to improve the problem-solving skills of students and faculty members alike. The study aims to define the function of contemporary learning strategies, particularly the pentagram strategy, in developing digital educational content for branding design course and growing the skills of students in the faculties of applied arts. The research adopts a descriptive methodology, making use of the Pentagram strategy to build training materials for branding design and to analyze the demands of the course. We conclude by showcasing the stages of students' work in relation to the stages of the strategy and by showcasing the findings that the Pentagram strategy has successfully contributed to giving students a thorough knowledge and understanding of branding design by providing a behavioral knowledge structure, which aids the faculty member in supporting the educational process, conducting business, and resolving issues; the strategy has also contributed to providing students with a behavioral knowledge structure through specific stages that help them conduct business and overcome problems. The study advises paying attention to providing faculty members with the necessary teaching aids to help them carry out the educational process, as well as emphasizing the need to expand training programs on technology use and technical support by holding training sessions for faculty members to introduce modern learning strategies and use them to manage and organize educational tasks.

Research Problem: Multiple learning resources are not compliant with academic standards, making it difficult to teach arts subjects through digital learning. As a result, it was necessary to find academic educational methods through digital media. and the research problem can be formulated in an effort to answer the following question:

- To what extent can we use the Pentagram strategy in developing the interactive digital educational content of the branding design course at the colleges of Applied Arts?

Research Objectives: Using the pentagram strategy to create the branding design course's content and enhance the skills of students in the faculties of applied arts.

Research Significance: Supporting the e-learning process and helping to address some of the challenges associated with teaching practical courses to satisfy the demands of the faculty members at applied arts colleges.

Research Methodology: The research adopts the applied descriptive methodology by taking advantage of the study of the pentagram strategy and its application in designing educational content for branding design and assessing the requirements of the course.

Results: Based on the findings from the research's practical component, the researcher is of the opinion that the pentagram's approach has successfully helped students gain a thorough grasp of branding, as shown by the following points:. The students were able to comprehend the fundamentals of creating and building the mark in light of the pentagram technique. The students were successful in outlining the typeface design processes and formative treatments. Making use of computer software expertise to oversee brand design, publications, and

various correspondence (stationary). Students developed the mental skills to generate design concepts and ideas for the brand.

Results: How well the Pentagram method works when creating educational materials that support academic tasks. The Pentagram approach offers a behavioral knowledge structure through its five phases, which help the faculty member support the educational process, conduct business, and solve problems - The Pentagram technique helped to provide learning and training through distinct stages and tasks that are presented in a logical, sequential order, leading to success in problem-solving and completing educational assignments.

Keywords :

learning strategies - Pentagram Strategy - Interactive Content - Branding Design

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