

## **The Effect of Using the "Random Word" Strategy on Developing the Skill of Creative Thinking in the Field of Graphic Design & Multimedia**

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### ***Abstract:***

This study aims to explore the impact of using the "random word" strategy on developing creative thinking among female students of the Department of Graphics and Multimedia, through a deep study focusing on the effectiveness of this technique in the creative process, and thus creating a large number of "idea makers".

The study followed the experimental design approach with one group consisting of (18) female students from the eighth level in the Department of Graphics and Multimedia, through the pre-application and post-application, and hypothesis testing, where the study sample was tested, in isolation from the independent variable, which is the "random word strategy". Then the researcher used the independent variable to reach the major idea. And that by asking a task, which is to design an advertising video about the HP printer.

The statistical study proved that there are statistically significant differences at the level of 0.01 between the pre and post measurements on the dimensions of creative thinking and the questionnaire as a whole, in favor of the responses in the effect of the "random word" technique on creative thinking, which indicates the effectiveness of using this technique.

By calculating the average values of the size of the impact of the "random word" technique on the dimensions of creative thinking, the study showed that the largest effect of the "random word" came on the dimension of flexibility, followed by genuineness, then fluency and clarification.

This study represents an important step in understanding the role of the "random word" in the development of creative thinking. In the fields of graphic design and multimedia, which helps in enhancing the quality of the final product. Based on the results of this study, the graphic designer and multimedia creator can invest this technology in their work and develop their creativity. This type of research is of interest because it has not been sufficiently studied in previous studies.

The study recommended to generalize the use of the "random word" strategy in the field of graphic design and advertising in general, to conduct more scientific research related to the "random word" strategy through creative brainstorming sessions and to benefit from the random word strategy in the various fields of design.

### ***Keywords:***

Random Word, Creative Thinking, Big Idea

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