

Enhancing the performance of industrial designers using Balanced Scorecard

Dr. Ashraf Hussein Ebrahim

Assistant Professor of Interior Design and Furniture Department – Faculty of Fine Arts – Helwan University

Abstract

Since ancient times, man has built his stone dwelling with narrow openings in the walls and ceilings known as perforations. For determining the sizes of openings, human body is the primary source of measurement and the scale of these openings. In order to provide solar rays to enter the light as well as the entry and exit of the air that makes the interior space a health space. Overtime, these spaces were used in confirming his religious rituals and beliefs with the simplicity of its elements and formation in addition to achieve the social privacy by controlling the size of the visible part through it and due to the small size of its components and parts, economic advantages could be achieved. In each stage of the development, there are various names and formations for perforations. Perforations are considered as an element which represents the equilibrium between several intellectual approaches such as ; Doctrinal approach, Social approach, Environmental approach, Economic approach, Fine approach. Therefore, interior designer has to use previous intellectual approaches when dealing with perforations, its design or development and including it into the designing process in order to attain new formations for enriching the interior space. Environmental approach is the most deficient intellectual approaches when providing new formations for perforations in the interior space while the fine intellectual approach is considered the core engine for giving new perforations formations including many areas such as interior space, furniture, supplements of interior space, clothes and tableware which makes perforations design a promising design direction.

Keywords:

Intellectual diversity - perforation – new constructions realizations – interior space