

An experimental approach to improve creative skills of Advertising design Students

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Abstract:

The experimental approach is one of the recent trends adopted by the standards of the quality assurance and teaching system where it depends on considering that the expected outputs and skills to be acquired can only be achieved through practical experience. The experimental approach focuses on the necessity of analyzing educational systems into practical methods that develop students' intellectual and sensory skills in a positive way of learning and interacting with theoretical modes Which the teacher seeks to apply in modern scientific and technological methods, which requires setting future visions that help raise the indicators of the performance of teaching and learning methods. And from here the importance of virtual learning appeared in the teaching of advertising design where the learner involved in his learning that the learner is an active participant who conducts discussions, research and experimentation. As for the teacher, he is the mentor and guide for learning so that the situation is managed intelligently. Advertising design is a coherent system that works as one unit that is dealt with within the framework of a comprehensive view of all its stages Where the method of learning design depends on establishing the conceptual structure of specialization with the aim of developing the cognitive, creative, sensory and intellectual aspects of a student who is at the core of advertising, in addition to achieving targeted educational behaviors. Therefore, the research problem arises in how to activate the experimental approach in teaching the design of advertising to enrich and support the expected outputs and creative skills acquired by the student of advertising design. The research aims to apply the comprehensive quality standards for educational programs by activating the experimental curriculum as one of the educational curricula to develop the creative and intellectual skills of the advertising department student. The applied study tries to enhance the experimental approach to teaching advertising, and this is done through a project that was presented to students of the High Institute of Applied Arts - 6th of October City (a mythical object) where it 'leaves them free to choose graphic elements through (human element - plant element - animal component - Inanimate) to attract targeted recipients through Brainstorming sessions, in addition to visiting the printing presses to learn about printing technology and then reaching the results of the study, the most important of which is that the experimental approach works to develop the cognitive, creative, sensory and intellectual aspects of a student advertising designer, in addition to Achieve targeted educational behaviors

Keywords

The Experimental approach
Mid map
Brain Storming
Gamification

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