

Abstract

Nader M. GHARIB

Visual Perception for Globalized Thinking and Local Designing Architecture

Adopting concepts from philosophy, psychology, art, and linguistics lead to a dramatic shift in the theoretical framework of architectural education over the last decades. As a response to the concept of think globally and design locally, the current study employs visual perception to fulfill this task. Visual Perception refers to the way people perceive and interpret visual information around them hence it forms the designer's mental image. This study is a part of a research project that aims at developing architectural education through a framework that includes a number of models for the architectural designing process. The current research displays one of these models that are based on visual perception following its three stages: Selection, organization, and interpretation. The study investigates the model's impact on the design response. It was conducted on a sample of students at the College of Engineering and Technology, AASTMT, Port Said branch, in 2015/2016. Students' projects in Architectural Drawing syllabus were based on drawing one of the works of an international architecture pioneer following the proposed model, and then students' projects in Architectural Design 1 were compared to the projects of Architectural Drawing. The researcher investigated the model's impact on students' design response during the three stages of visual perception. The hypothesis which proposes the similarity between students' projects in Architectural Design1 and Architectural Drawing was affirmed through some students' projects with different ratios this proves the positive impact of visual treatment on architectural education. The study also revealed that students' ability to draw the details of mass forming and accurate projection, indicate that the stage of interpreting in the process of cognition is reached by the student.