



Components of ideation in designing process by semiotic approach with factor analysis in R

Marzieh Etemadiour¹; Jamaledin Mahdinejad*²; Bahram Saleh Sedghpour²

Submitted:

2019-10-18

Accepted:

2020-04-30

Abstract

The most problem in architecture world is caused by neglecting of the meaning aspects in design, because meanings are creating, identity, beauty and enjoyment of the architecture. Semiotics as the most important meaning factors, can be effective in upgrading sense of place for better relationship between architecture and users. Semiotic means the science that searching the social function of signs and finding solutions for creating of meaning by structures of signs. This science having activity in three main level. These levels are 'the study of signs, 'the relationship between signs' and 'the knowing and reading of audiences'. 'Knowing and reading of audiences' aspect is very important in design process and ideation, because architecture as a grid of signs like every connecting thing is covering the collection of sense and concept, that transiting to the users and audiences by the intra-textual relationship. For the using of semiotic, it's should be attention to 'human', 'time' and 'place' factors that are effective on mental images and perception. The human factors of perception are formed from physiology, psychology, collective behavior, and individual behavior, sense of place and sense of social. The place component are form, scale and function. Historical background, individual experiences and social incident are factors of time components. While the imitation and coping of samples are overcome mostly that this is resulting to lack of identity and social culture. The literature review shows that previous researches concentrate on process aspects for example saying the references of ideas, introducing the creation idea's position in designing process. So meaningful approaches in idea are needed. This research uses the path and factor analysis for obtaining the goal of designing process correction in ideas levels by semiotic with perceptions of users. The first question is 'what are the effective factors on the ideation of designing process by semiotic approach. The second question is searching the relationship between effective factors of designing process by semiotic approach. Population of interest in this research are experts and users of architecture designing education. The way of sampling in research is randomized cluster sampling. The amount of sampling is 200 person through teachers and students of Tehran universities. Survey research way are used by questionnaire as the tools. The questionnaire as tool of paper is got by discovering information and data of the group of professors by the Delphi and documentation method. Delphi method is accomplished in 3 levels. The way of analysis of reliability in this research is Cornbrash's Alpha. Construct validity, content validity and facial validity are used in research. The sampling are doing between architecture students and their teachers in the famous universities of Tehran. The model shows that "semiotic" is the independent variable. Factor of "ideation" is the dependent variable and 'psychology aspects and aesthetic aspects are moderator variables. The result shows that "research based analysis", "aesthetics aspects", "psychologist's aspects" and "collective perception based evaluation of signs" are the effective factors in creation of idea process by semiotic approach. The most important factor that connecting components of ideation process by semiotic approach, is 'perception' of the signs.

Keyword: Idea, Design, Semiotic, Architecture, Perception.

¹ Ph.D. student of architecture in Shahid Rajaei University. Tehran, Iran

² Associate professor of architecture group in Shahid Rajaei University. Tehran, Iran

³ Associate Professor at Faculty of Humanities, Shahid Rajaei University. Tehran, Iran