

Implementation of the Interior Design role in developing temporary Show Rooms of Productive Family's Programmers'

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Activating the role of interior design showrooms in the development of the interim programs for productive families

The name of the Study: Norah Hassan Saied Al- Amri

Abstract

The study aims to detect activating the role of interior design showrooms in the development of temporary family programs produced in the "city of Jeddah. The study aims to answer the following question: Does interior design showrooms in the success of the temporary marketing of the product?

The study adopted descriptive analytical method, and methodology of inductive and experimental method. Was updated data for this study using the questionnaire with a sample at a strength of deliberate (150) Familyproductive. Has prepared a study to achieve the objectives of the study and draw conclusions, the following tools: data form public-private members of the study sample, preliminary data for the project on a sample of the study, specialized databases to measure the role of interior design in the development of galleries to family programs produced by measuring the technical aspects and design of the study sample, data Subscribe to an initial sample of the study collective exhibitions, preliminary data on the economic and social impacts of the project on the study sample. The main findings of the study that the level of activating the role of interior design showrooms temporary for the success of marketing the product, the intermediate level, and there was significant statistical relationship between a set of variables including (age, social status, occupation before joining the project, the number of years experience, provide additional source of income) and the role of interior design to the success of marketing the product, as well as a statistically significant relationship between the role of interior design to the success of marketing the product and the social and economic impacts of the project. Has recommended the study to educate beneficiaries of the productive families of the importance of product design, quality check and competitive advantage, and follow the new methods of display products at exhibitions, as well as the necessity for governmental institutions and private Taufersalat To view the products of families, according to Maieraltsamim good and give families participating in the program scientific methods to help them Planning for the presentation of products, by holding training courses concerned with aspects of design Effective and by the current study .

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Summary

The work from home is not a new phenomenon, but is an existing system in developing communities and developed, but the problems of finding employment opportunities appropriate and high costs of setting up work led to a retreat into small enterprises, and all of these factors underline the importance of working from home as a solution for each of the wants to work and cannot find the right opportunity in the labor market. (NaylaAttar,2000).

Therefore the draft of productive families, including projects and small industries aims to raise the income of the family off themselves and Effort of its members through the exploitation of their energy, abilities and their spare time, where they help to organize and exploit the vacuum of the hand. On the other hand serve to absorb human resources and capacity productivity within the family to gain access to productive society, namely the importance of family programs produced in the operations of social and economic development for its important role in the development of human resources and increase the knowledge and skill of the possibilities of self (nobleh wardani,1991).

For the success of family programs produced can use exhibitions as a way promotional, and Exhibitions are an effective element in the marketing of products and its success of To meet the multiplicity of the various display areas in interior design, this confirms the interior design temporary showrooms adaptation of creativity and innovation through the use of elements a flexible the configuration and Composition with use some of the considerations to the best species and suitability of each of them to view the user. (Ahmad Allam, 2005).

According, the main problem is of activating the interior design for the development of temporary the showrooms to family programs produced. The primary aim of this study is to reveal the role of interior design for the development of temporary the showrooms for family programs produced.

This study followed the analytical descriptive method, which is based on the study of the phenomenon and of interest as an accurate to description of expression and it is expressed qualitatively or quantitatively. Also it follow the inductive method, and the experimental method .

The study was conducted on a sample at a strength of deliberate (150) Family productive. The study used the following tools A questionnaire about primary data the public and private on individuals sample under study. A questionnaire about primary data Project special to sample under study. A questionnaire about specialized data to measure of role interior design in the development of the showroom to family programs produced by measuring the technical aspects and design to sample under study. A questionnaire about primary data on the participation of sample under study in exhibits collective. A questionnaire about primary data for economic and social impacts of the project on a sample study. Statistical analysis was conducted appropriate to draw conclusions and verify the validity of the study questions.

The study included six chapters are:

Chapter I, Introduction and research problem that include the study problem, objectives, importance, its questions and its approach, boundaries, procedures, and concepts

Chapter II, the review includes seven parts:

Part I: covers the research and previous studies related to the subject of study.

The second part: comprises the concept of family programs produced in Saudi Arabia, the concept of productive , project objectives, target groups, the most prominent institutions that funded projects, the problems facing the productive family projects, the types of projects, exhibitions, productive families, some of the experiences of other countries

Part III: on the foundations of building interiors, the point, line, area, size, texture, shadow and light, the foundations moral , unit, overlap, proportionality, toning, rhythm, balance, emphasis and contrast

Part IV includes the elements of interior design to build showroom the

temporary, entrance, floors, walls, ceilings, and display units, paths and forms of movement. Part V: includes the necessary ingredients to interior design for showrooms temporary: lighting, lighting systems, lighting equipment, the Psychological and Physiological effects to light, the special criteria to lighting in showrooms temporary, and to build exhibitions , color, color concept, the temperature color, the function color its in the internal construction of the showrooms temporary, influence psychological colors, the necessary ingredients for human needs there, considerations Anthropometry, the considerations and requirements social requirements in there of supply, ventilation systems and adapt the showrooms temporary within the interim, ventilation, air conditioning and its the effect Psychologically and Physiologically, sound good design within it, ways to control noise, fire protection, fire alarm systems, statements indicative .

Part VI: includes display systems midwife to decode and installation in the showrooms interim. .

Part VII includes the school design used in the proposed design.

Chapter III: includes the research method consists of two parts, the first is research method (the study method, borders, tools, procedures). The second part comprises a description of the study sample

Chapter IV: includes the proposed design for the temporary showroom for the products of the productive families.

Chapter V: includes the results of the study

Chapter VI: includes the recommendations, the arab and foreign references.