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E-mail: nouby@ksu.edu.sa, nouby@rocketmail.com

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:Verbal Fluency

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:Associational Fluency

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:Ideational Fluency

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:Expressional Fluency

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Alternatives

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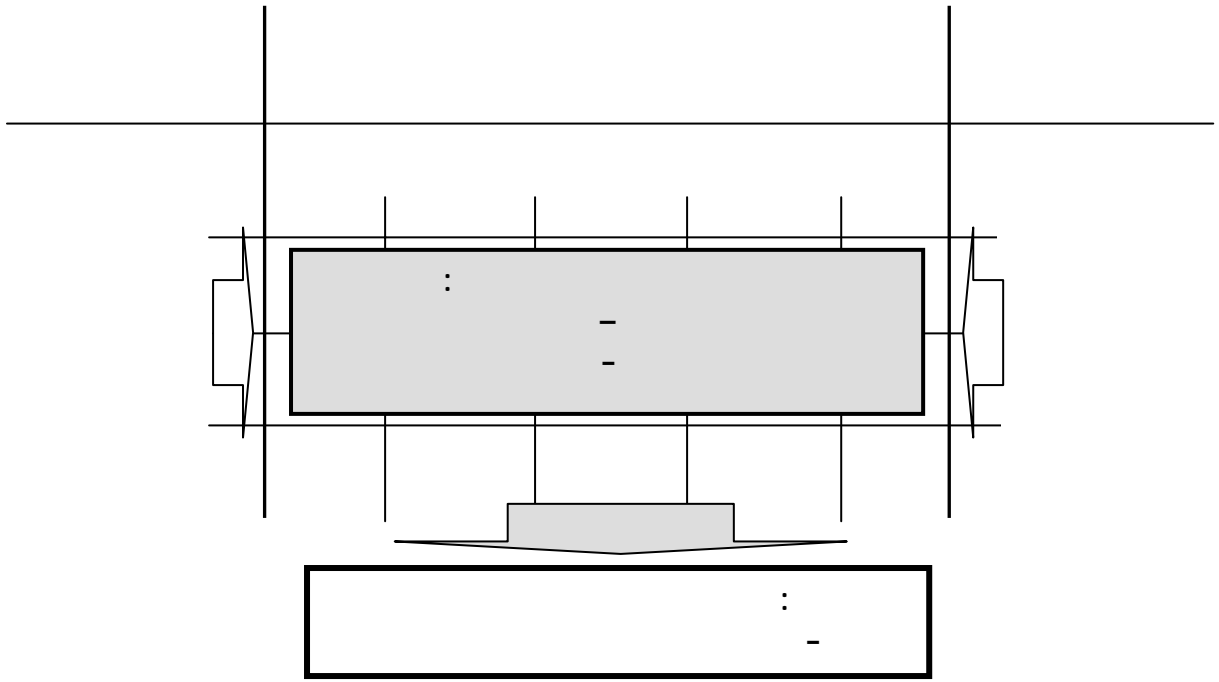
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Schematic design

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
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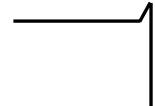

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White, E. T. , Concept Sourcebook, a vocabulary of architectural forms, Architectural Media LTD., Arizona.

Development of Ideational Fluency in Concept Generation Phases (Experimental Study on Architectural Design Students in KSU)

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Abstract

A deep observation to the students' activities in the concept generation phases will show a major problem facing the students in design. This problem is basically due to the lack of background related to creativity skills, convergent thinking and ideational fluency, which are often neglected in architectural education. These skills are the basis for creative problem solving and generating alternative design solutions in design phases and particularly in the first phase of the design process.

The direct impact of this experimental research on students is to activate their abilities of fluency in generating ideas and concepts of design, in addition to developing a course outline on design creativity.

The methodology to be used is based on an experimental research on a group of students that will be exposed to a training course on ideational fluency, and then tested against another control group of students.

A statistical analysis of the results of the two groups after experiment demonstrate that there are a major differences to the performance of experimental group on the test after training compared with control group. This means that the training course has been succeeded on development of ideational fluency in the stages of architectural design process.