

## A Cognitive Schema of Architectural Designing Activity

**Authors :** Abdelmalek Arrouf

**Abstract :** This article sets up a cognitive schema of the architectural designing activity. It begins by outlining, theoretically, an a priori model of its general cognitive mechanisms. The obtained theoretical framework represents the designing activity as a complex system composed of three interrelated subsystems of cognitive actions: a subsystem of meaning production, one of morphology production and finally a subsystem of navigation between the two formers. A protocol analysis that uses statistical and informational tools is then used to measure the validity of the built schema. The model thus achieved shows that the designer begins by conceiving abstract meanings, which he then translates into shapes. That's why we call it a semio-morphic model of the designing activity.

**Keywords :** designing actions, model of the design process, morphosis, protocol analysis, semiosis

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