Measuring the added value of learning outcomes in Saudi universities to contribute to achieving the vision of the Kingdom of Saudi Arabia 2030, applied study on King Khalid University

قياس القيمة المضافة لمخرجات التعلم بالجامعات السعودية للمساهمة في تحقيق رؤية المملكة العربية السعودية 2030، دراسة تطبيقية على جامعة الملك خالد

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Abstract:

The study aims to shed light on the ability of Saudi universities to create an added value for learning by depending on technology, which is based on knowledge to improve learning outcomes to serve the needs of society, and enhances the achievement of the Kingdom vision2030 , which included a strong focus on developing small businesses to maximize their role in the domestic economy. The applied study approves four important results. **First**: the use of learning outcomes to support creative. **Second**: enhancing the innovative skills of female students. **Third** is the ability of the Home Economic College, in cooperation with the College of Business, to maximize the benefits from learning outcomes. **Fourth** is allowing female students to complement their technical work through scientific feasibility studies for small projects based on scientific and empirical bases.

ملخص: يهدف البحث الي تسليط الضوء على قدرة الجامعات السعودية في خلق قيمة مضافة لمخرجات التعلم من خلال توظيف المعرفة القائمة علي التكنولوجيا في تحسين مخرجات التعلم بما يخدم احتياجات المجتمع، ويعزز تحقيق رؤية المملكة العربية السعودية 2030، والتي من أهم أهدافها دعم وتمكين دور المشروعات الصغيرة في الاقتصاد القومي. وتوصلت الدراسة التطبيقية الي مجموعة من النتائج أهمها؛ أولاً: فعالية توظيف مخرجات التعلم في دعم التفكير الابداعي. ثانياً: تعزيز المهارات الابتكارية لدي الطالبات محل الدراسة. ثالثاً: قدرة كليتي الاعمال والاقتصاد المنزلي على تعظيم الاستفادة من مخرجات التعلم وأخيراً: تمكين الطالبات من استكمال اعمالهم الفنية بدراسات جدوى علمية لمشروعات صغيرة تقوم علي منتجات الأشغال المطبوعة في إطار علمي وعملي.

Introduction

The vision of the Kingdom of Saudi Arabia 2030 included a strong focus on developing small businesses to maximize their role in the domestic economy. With the emergence of the so-called Fourth Industrial Revolution based on information technology, and the interest of universities, especially public universities, in the role of small enterprises: It has become necessary to develop not only the scientific and cognitive content of the courses, but also the use of technology to serve learning outcomes in a way which will supporting their projects. For this purpose, King Khalid University, as a public university, has tended to creative thinking of its students to create employ its capabilities in developing the innovative ideas that would open areas for investment in this type of projects. (Vision2030).

King Khalid University has also been interested in guidance all of its faculties through the KKUX platform to achieve the vision using modern technology methods on the grounds that it is a basic and auxiliary factor in addition to human thought and manual work to increase the quality of learning outcomes, which in turn will be translated into a valid core for the establishment of successful projects. And taking care about the creative energy which will arm university graduates with the skills that support their presence in real life with global developments.

From this point of view, the current research presents a mechanism to provide students, of the Faculties of Business Administration and Home Economics in Abha - King Khalid University, with employment skills such as various technologies for digital printing to support innovative ideas for setting up small projects. By developing a teaching mechanism of small project management courses, feasibility study and decision of textile printing to complete a suitable product for furniture production. In addition to providing graduated students that study this course with the basic rules for preparing a feasibility study for small projects based on the use of their products based on creative thought through training courses. With support and encouragement of teamwork and cooperation between graduates from both colleges to form a core for projects of an advanced technical nature based on business management according to the foundations Scientific.

Research Objective:

The goal of the research is to maximize the added value of learning outcomes for female students of the faculties of business and home economics and employ them to set up small projects based on innovative thinking, and to support the Kingdom of Saudi Arabia's national economy the Kingdom’s vision 2030. this will be happened when employs the scientific foundations that is constituting the learning outcomes to manage small projects and study Feasibility and textile printing in forming a core for small projects based on innovative ideas and studied theoretical and practical foundations to serve the requirements of economic development through the strategy of the Kingdom of Saudi Arabia 2030.

Research problem:

The research problem is to answer the following questions:

1- What is the extent of the ability to employ the scientific content to maximize the added value of the learning outcomes for the students of the faculties of business and home economics to develop and employ the creative thought derived from the learning outcomes of the courses of managing small projects, the feasibility study and the printing of textiles in printed works based on the plastic values of digital printing.

2- The extent of the importance of a proposed mechanism for teaching small projects management courses, feasibility studies and textile printing in order to support small projects to contribute to achieving the vision of the Kingdom of Saudi Arabia 2030 from the point of view of academics and professionals.

3-To what extent can the creative ideas of the students be implemented in the form of successful small projects from the point of view of academics and professionals.

Research Importance:

King Khalid University, as one of the Saudi public universities, adopts the approach of employing its capabilities to serve the realization of the vision of the Kingdom of Saudi Arabia 2030. To this end, the researchers at the Faculties of Business and Home Economics designed a mechanism that would develop Skills for students of small projects management courses and feasibility studies (eighth level - College of Business - Business Administration program) and textile printing course - College of Home Economics, by preparing students to study courses and hold training courses to clarify the practical side of them, with training students on electronic drawing programs and implementation of designs Produced from them using digital printing techniques to produce printed furnishings that serve as the nucleus of a small project based on creative thought. From here, the research has a scientific importance represented in presenting a proposed mechanism for employing information technology in teaching to improve learning outcomes and an applied importance represented in creating a graduate with practical qualifications to start a small project that has the ingredients for success based on the employment of creative thought in practical life.

Research Methodology:

In its methodology, the research relied on the development of a theoretical framework based on analyzing the literature in the field of economics of small enterprises and their role in economic development, and the role of employing added value to support innovation and creativity in supporting and developing the role of small enterprises in the economy. As well as studies related to digital printing and how to employ printed design for its functional purpose. This is according to the experimental descriptive method. The applied part of the research relied on two tools; The first: Designing a test to measure the creativity content of the students participating in the experiment in terms of their ability to produce designs characterized by fluency, flexibility and originality in

enriching printed works using the various formative values of digital printing. The second tool is to survey the opinions of academics from economists specialized in the economics of small projects. And a survey of the opinions of professionals in the field of textile printing and those interested in employing technology to enrich printed works, on the importance and role of the proposed mechanism to support small projects to contribute to achieving the vision of the Kingdom of Saudi Arabia and the extent of the ability to implement these innovative ideas on the ground to serve the requirements of sustainable development. The SPSS 20 program was relied upon to analyze the data obtain.

Search limits:

- **Time limits:**

Regarding the implementation of the research idea, it was relied on analyzing the economic environment for the work of small projects in the Saudi economy in light of the programs and initiatives launched after 2015 until now, and it was relied on the opinions of academics and professionals in the field of investment in small projects for textile printing

About the research sample, the idea of the research was applied to the eighth-level students in the College of Business who are enrolled in the courses of managing small projects and the feasibility study, and some of the trainee students through training courses in this field - and the students at the College of Home Economics for the textile printing course. Selecting a sample of female students in the two colleges who have the desire to implement the idea of a small project after graduation for the academic year 1440/1441.

- **Place limits:**

The application of the research was limited to a sample of female students from the Faculties of Business and Home Economics at King Khalid University - Saudi Arabia. Considering the investment environment in the Saudi economy

Research hypotheses:

Considering the variables contained in the research objectives, problem and importance, the following research hypotheses were formulated:

HO1: There is no statistically significant effect at the level of significance (= 0.06∝) for the role of employing and creating scientific content and courses related to the creation and creation of electronic drawing programs in maximizing the added value of learning outcomes through the development of students' creative thinking skills in terms of (fluency - flexibility - originality)

HO2: There is no statistically significant effect at the level of significance (= 0.06∝) for the importance of the proposed mechanism in supporting small projects to contribute to achieving the vision of the Kingdom of Saudi Arabia from the point of view of academics and professionals.

HO3: There is no statistically significant effect at the level of significance (= 0.06∝) for the possibility of implementing creative ideas for female students in the form of successful small projects from the point of view of academics and professionals.

Search Terms:

1- **The added value of learning outcomes**: in the economic sense, it is one of the indicators that generally reflect the level of educational performance and its translation into learning outcomes that contribute to creating learning outcomes beneficial to the national economy (Mhanni Ghanem 2013,

2-**Small projects**: In the light of the Saudi economy, they mean projects that have employment between 6 to 49 employees and annual revenues between3 to 40 million Saudi riyals (General Authority for Small and Medium Enterprises, 2016)

3- **The quality of learning outcomes**: "Inclusion of the desired learning characteristics in the outcomes of the educational process using the expertise of faculty members according to pedagogy and in a framework of governance" (Hikmat Ayesh Al-Masry, 2020).

It is intended in the research: teaching strategies and mechanisms used in order to maximize the use of information and skills acquired during the teaching and learning process and employ them in creating innovative ideas that can be applied in practice in a way that enhances the development plans of the Kingdom of Saudi Arabia and in the light of Vision 2030.

4-**Fine values or digital art in textile printing**: It is an art produced using computer applications in a digital form. It is either scanned images or images drawn with drawing programs using the mouse or the drawing board, which supports the links between the artist, the artwork and the recipient (Ahmed, 2019).

Theory and literature review

1-Both (Mohanni Ghanem: 2013) and (Amal Al-Badawi: 2016) agreed that maximizing the added value of educational outcomes in general has many implications for developing servant learning strategies to improve learning outcomes, and they also agreed on the role of using technology in education in maximizing the benefit of these outcomes. The outputs and their translation into learning outcomes that serve the general goals of the university and thus the economy served by the human resources graduates of these universities.

2-Both (Mohammed: 2020) and (Al-Thubaiti: 2020) agreed that the quality of learning outcomes does not only guarantee employers' satisfaction with the graduate, but also translates the acquired skills and knowledge into successful innovative ideas, especially in the field of small projects, as agreed by (Hamdan: 2019). And (Al-Qadi: 2017) and

(Al-Nesour: 2015) that small enterprises have an effective and influential role in achieving economic development; Through its contribution to the GDP at constant prices

In addition to contributing to reducing unemployment levels (Abu Jazar: 2006) in addition to emphasizing (Zafar: 2017). The experiences of many countries (Al-Asraj: 2006) and (Al-Wandawi: 2008) confirm the effectiveness of the interest in this type of projects and its effective impact Some studies, including (Al Braq: 2010) have shown the role of institutions supporting small projects by providing financing channels appropriate to the nature of these projects.

The general environment for small enterprises in the Kingdom of Saudi Arabia:

Considering the interest of the Kingdom of Saudi Arabia in raising the level of contribution of small and medium enterprises in the gross domestic product from 20% to 35% in order to achieve a competitive position within the group of twenty largest economies in the world. The Kingdom of Saudi Arabia has mobilized many initiatives and has taken a number of measures in support of this trend, including:

A-The establishment of the General Authority for Small and Medium Enterprises in 2016 with the aim of enabling small and medium enterprises in cooperation with the public sectors And private sector, by providing the factors that support the sustainability of these facilities, including (General Authority for Small and Medium Enterprises, 2016):

- Providing advice and guidance to entrepreneurs and owners of small and medium enterprises.
- Providing training programs in the areas of management and marketing to support professional performance in the practice of work.
- Providing financial facilities to owners of small and medium enterprises through financing companies authorized to do so by the Saudi Arabian Monetary Agency.

Contribute through its programs to the development and development of small and medium enterprises.

B- Initiatives:

- The Venture Investment Initiative (monshaat.gov.sa 2018)

It is an initiative presented through the establishment of the "Saudi Venture Investment Company in 2018" to implement the objectives of the initiative, which is to work to support the private sector in the establishment stage, through investment programs in start-up companies, investment in funds and investment

by participation, through the establishment of a government partial capital fund in the amount of 2.8 billion riyals.

• Indirect lending initiative (monshaat.gov.sa May-2019)

It is an initiative through which new channels for lending small and medium enterprises are provided through approved financing companies in the Kingdom. In addition to developing platforms and financing tools that will help small and medium enterprises to continue and grow. It was stipulated that the project be operating for a previous year, in light of a set of requirements, in addition to passing the credit assessment determined by the insurance company.

•Redemption Initiative (monshaat.gov.sa, 2019)

It is an initiative launched by Royal Decree No. (14393) dated 25/3/1439 in cooperation with the Ministry of Finance and the Local Content Unit, which included refunding a set of government fees for new small and medium enterprises emerging in various sectors, provided that they started their activities after January 1, 2016. These payments are in: (Commercial Registration Fees - Chamber of Commerce Subscription - Trademark Registration - Saudi Post Subscription - Fees for publishing the Memorandum of Association - Municipal license - Economic activities licenses - 80% of the financial compensation for expatriate workers). Through this initiative, the Kingdom seeks to reduce the financial burdens on new companies at the beginning of their activity years and facilitate the start of practicing the activity in addition to enhancing the chances of their continuity. In addition to stimulating projects to increase the contribution of the local component.

C- The environment for small projects in the field of textile printing:

The creation of optical formulations using digital printing as one of the modern technologies for an innovative digital design vision to decorate furniture with a single printer" Ahmed M., (2019) is one of the promising areas of investment in the Kingdom of Saudi Arabia.

Digital art, as an art produced using computer applications in a digital form, has recently spread in the Saudi market, and it has its fans and is expected to increase its demand in the coming periods. Pictures taken with a scanner or pictures drawn using drawing programs or using a The drawing board, in particular, is now one of the pillars of the success of digital works of art, and printed textiles using digital technology has imposed itself as an investment in modern and innovative fields, in addition to the innovative artistic formulations offered by digital printing, where the computer has become an artistic medium for many artworks from Through computer programs, designs or technical manipulations are made without having specific rules governing it. Any designer can devise a method of his own using the many options of design

programs that give him the opportunity to make designs of his own only through his imagination and creativity, and therefore it is a contemporary technique or artistic movement and differs Digital technologies are largely different from traditional techniques in the production of modern artifacts The artist is keen to form multiple groups of vocabulary and to see these vocabulary combined in different arrangements, which gives the artist ideas for new images that are useful in his artistic production (Hamza, Muhammad: 1997 p.5). Printing to the materials that will be printed on, and a digital word that means transferring the digital data on which the image is saved to the printer, which in turn receives that data and translates it into the image to be printed. Digital printing has many advantages, including.

The advantages of digital printing:

- The possibility of printing any number of copies, there is no minimum limit for printing
- It has more attractive colors
- Fella is distinguished by her technical problems
- Speed in printing, saving time and effort
- Possibility to print in different sizes
- Producing many types of publications such as books, magazines and brochures

With the spread of the use of printing in all areas of life, it has become necessary to pay attention to accuracy and beauty in all printed works, which made it necessary to "use digital printing, which has spread with technological progress in the field of computers and publishing, which increases the degree of color control and thus the high efficiency of printing and increase the clarity and consistency of colors Art in general, in the light of the modern technological revolution, "is not devoid of abstraction, but its proportion varies from one art to another. Pharaonic art is more severe than Greek art, while Islamic art is more abstract than the two" (Hamza, Muhammad, 1997).

D- **Fine values of the printed work:**

D -1 The figure in the printed workpiece The figure in any plastic painting consists of a group of integrated and interrelated vocabulary and elements, which are (manhal-2019):

1- An empty space surrounded by a general framework whose external shape determines its dimensions and proportions.

2 - A group of intersecting, intersecting and intersecting lines drawn in this space.

3 - The set of shapes and formations created by the lines and the spaces surrounding them.

4 - The set of colors furnished on the surface of this space.

And it may be that "the form is sufficient alone to represent something (real or imaginary) and exists in a space that is determined by it. As for the color, it is impossible for it to represent something alone, but rather it is impossible for it to dispense with limits whatever they are. The infinite extent of the red color can be seen by mental perception when we hear the word red evokes a red color without borders (Baqish, Mahmoud, 2008).

D-2 The content, which is those ideas and visions that the artist seeks to express and embody, but it is advisable to mention here that they follow what the artist has in mind of ideas, visions and beliefs that can be expressed through the plastic art painting because this painting has a limited expressive space that is closely related to the expression of aesthetic values. Optical Elizapith,T. (1986)

The research in vocabulary, materials and media in the field of printing leads to the growth and development of methods of expression, and the benefit that resulted from the industrial spread and the multiplicity of materials and tools led to the opportunity to increase the practices of freedom of expression in a short time on a large and comprehensive scale, and sometimes the design of the typographical vocabulary is inspired by some Natural elements or some artistic doctrines, or through the artist's imagination, appear as an innovative word resulting from a new, unconventional vision of the artist himself, based on his perceptions, ideas and stock of artistic memory

D-3 Color: Due to the great influence of colors on the human psyche, scientists have found "in the study of the total behavior of colors in the functions of reception and sensory perception and the mechanisms caused by color in the nervousness that exist in the organizations of behavior and motor activity as well as the emotional life affecting color (Al-Shimy, Saad (2008): Color has an effect on the soul in the furniture, in the curtains in the chairs, so our research focused on making one design compatible with more than one use inside the house, taking into account modern colors and designs, and Della Croix tells us that "everyone knows that the color yellow, orange and red are all Colors that suggest joy and abundance are these two sayings They reveal the intimate relationship between the arts in general and the art of colored drawing now, as this art actually stands at the beginning of the path that leads to it, if it is below its capabilities to abstraction through pure artistic formation (Baqish, Mahmoud, 2008).

D-4: Creativity and Traditions: Artistic creativity is based in essence on some artistic traditions that have proven their existence in the past and in the modern era, artistic traditions expanded after they were limited to the visual type that lived for a few centuries in Europe, so the artist became able to He acquires his skill from the kinds of traditions that agree with his personality and confirm his creative tendencies, and another artist with a different approach may not resort to them. The principle is to pay

attention to the importance of traditions in artistic creativity and to acknowledge their plurality in the twentieth century (Al-Bassiouni, Mahmoud, 1984)

We find that this research has turned to what is followed in our time and attention to digital printing, through which it is possible to produce a large number, fast, accurate and beautiful, saving time and effort because the era in the twentieth century is characterized by rapid pace.

the applied study

To test the suitability of the proposed mechanism for developing and improving learning outcomes for the textile printing course that is taught in the College of Home Economics, the descriptive experimental approach was used in this study first after that making a questionnaire to determine the main factors which affect the .

The study sample was divided into two groups (control and experimental), each group consisting of 20 students, and the control group was taught. By traditional teaching methods, while the students of the experimental group received training courses at the College of Business Administration by specialized professors in the field of small project management and economic feasibility studies - they were also trained to use various programs for electronic graphics to produce innovative artworks based on creativity and innovation suitable as a start in small projects The results were as follows: -

Data Analysis:-

1- Reliability and Exploratory Factor Analysis:

A- Regarding the creative thinking test: -

The purpose of measuring the validity of the test is to determine the extent of its ability to measure innovative thinking skills at any different time or place. It has been verified by:

A1 - The arbitrators believed that the test was presented to a group of arbitrators (professors at the College of Fine Arts - and Specific Education), and their number is 5 professors from each college, to express their opinions about the test items in terms of the suitability of the items to measure fluency, flexibility, originality, clarity and soundness of their language. The arbitrators have preferred to express their opinion, modify some phrases and suggest deleting others. The test is limited to (14) phrases, five of which are to measure fluency, five to measure flexibility, and four to measure originality.

A2 - The validity of the internal consistency of the creative thinking test

It aims to measure the strength of the correlation between the scores of each item and the overall test score, as well as the degree of correlation of each test item with the total

level of the test. The SPSS (20) program was used to calculate the Pearson correlation coefficient between the scores of each of the test items and the total score of the test, and the following was reached:

Table (1) the consistency of the questionnaire contents

Items	Pearson correlation coefficient for the test	level of significance
Fluency	0.792	0.05
Flexibility	0.589	0.05
Authenticity	0.692	0.05

The previous table shows the consistency of the questionnaire contents using the Pearson correlation coefficient for the test, all of which exceed 0.5. For fluency 0.792, Pearson's correlation coefficient for flexibility o.589, Pearson's correlation coefficient for originality 0.692, all at the significance level of 0.05

A3 - The reliability of the creative thinking test:

As it was applied to the female students and then reapplied after two weeks, it measures the extent to which the test can provide almost the same results if it is re-applied to the same sample of female students again., calculation of Cronbach′s Alpha shows that:

Table (2) Cronbach′s Alpha of the questionnaire contents

Items	Cronbach′s Alpha
Fluency	0.69
Flexibility	0.81
Originality	0.74

At Significant values of 0.05, all of which indicate that the test is stable and acceptable to measure creative thinking. Where the values of the Cronbach's alpha coefficient exceed 0.5 for the three scales, the alpha Cronbach's coefficient for fluency was 0.69, the Cronbach's alpha coefficient for flexibility was 0.81 and the Cronbach's alpha coefficient for originality was 0.74.

- The students were divided into two groups, a division, who were trained using electronic drawing programs aimed at creating innovation in their artwork, in addition to providing them with skills and rules for setting up a small project and conducting an economic feasibility study for their artwork through courses offered to them at the College of Business Administration, King Khalid University, female section. And the division has been teaching her in the traditional way.
- The creative thinking test was made for the control sample, Division (1), numbering 20 students, and the experimental sample, Division (2), numbering 20 students. Substantive differences were observed in the level of creativity of the students of the experimental sample, while this was not achieved for the control sample according to the test set for this purpose. The search for the average degrees of creative thinking values for the output values, and after measuring the calculated (U) values, it was found that they are greater than -20.2 versus (U), which is equal to 1.5 at a significant level of 0.05. This indicates statistically that there is a statistical significance among the items of the experimental sample.

Table (3) pretest and post-test analysis of creative thinking- Fluency

N1	N2	u	b	a
20 experimental	20 Control	20,2	0,10732	0,0062
0,1,521–			0,103208	0,04024

The previous table explain the results of pretest and post-test analysis for experimental and control groups.

Table (4) pretest and post-test analysis of creative thinking- Flexibility

N1	N2	u	b	a
20experimental	20Control	7,2	043,22223 e	042,125 e
4,5–			0,000232	0,0001632

The averages of the creative thinking evaluation degrees for the output value were reached, and after measuring the calculated (U) values, it was found that they are equivalent to 5.023 compared to the tabular value of (U) -4.5 at the 0.05 level.

Table (5) pretest and post-test analysis of creative thinking- Originality

N1	N2	u	b	A
20 experimental	20 Control	5,023	0,0003425	0,0003725
4,5–			0,001321	0,000723

By comparing the experimental and post-control group in creative thinking, the calculated u-values for measuring creative thinking were reached, equivalent to 7.2 at the level of 3.5 compared to the 0.005 level.

Table (6) the direction scale

N1	N2	u	b	a
20 experimental	20 Control	18	0,01962	0,00938
2.5102			0,01923	0,00945

After applying the measurement tools, the calculated u for the direction scale of the experimental group was reached in the tribal and remote measurements, and we find that it is equivalent to 18 against 2.5

And since the calculated value (U) > (U) table is at significant 0.05, this indicates that there are differences for the experimental group before and after

Experiment results:-

1-The students in the experimental group were able to employ the plastic capabilities of the printed board in enriching the furniture and mattresses. This confirms the originality in the creative thinking of the students. At significant values of 0.05, the value of the crumpach alpha coefficient exceeded 0.5, so the crumpach alpha coefficient of authenticity was 0.74

2. The students in the experimental group were able to implement the works using various techniques and methods that helped to bring out the work with a new artistic vision and expression, which confirms the availability of the element of flexibility in the students' creative thinking. At significant values of 0.05, the value of Crombach's alpha coefficient exceeded 0.5, so it reached 0.81 Crombach's alpha coefficient of elasticity.

3-The students in the experimental group were able to create and employ printed works using one element in the digital printing system, as well as employing various techniques for digital printing, which confirms the availability of creative thinking

among the students, which is what Emphasizes fluency in their creative thinking. When significant values of 0.05, the value of the alpha-Crumpach coefficient exceeded 0.5, so the alpha-Crumpach coefficient of fluency was 0.69

The results of hypothesis analysis:- (Regarding the creative thinking test)

1- There are statistically significant differences for the students of the experimental group in the level of their creative thinking after undergoing training using electronic drawing programs that support the art of printing using technology.

2- There are statistically significant differences between the percentage of creative thinking of students at the level of fluency - flexibility - originality and the students who underwent training using electronic drawing programs compared to the students who did not use these programs (the control group).

3- There are statistically significant differences in values related to the results of the post application in favor of the experimental sample for the effect of digital printing skills on their dimensional thinking, whether at the level of fluency, flexibility or originality.

A bedroom consisting of a bed, two blinds and a painting on the wall Description and analysis: The artifacts relied on a digital design for a group of birds and trees, and the design was copied on the bed mattress, as well as the lampshades and a painting on the wall above the bed window. First photo	
A bedroom consisting of a bed, curtains and a painting on the wall Description and analysis: The artifacts relied on an abstract digital design of trees and animals, predominantly green. The design was copied on the bedspread, as well as the curtains and a painting on the wall above the bed window. Consistency, rhythm and harmony were considered in the artifacts. Second photo	
A dining room consisting of a table, chairs and a painting on the wall Description and analysis: A digital design of a group of deer and trees was executed, and the design was copied on the chairs and on the painting on the wall. Third photo	
Its corner is made up o Its corner is made up of a chair, stool and a painting on the wall Description and analysis: A digital design was implemented for a group of albums and trees Forth photo	

A - **The validity and reliability of the questionnaire on the factors affecting the implementation of the ideas in the Saudi investment environment**

The survey was presented to a group of five specialized arbitrators in the field of economics and public finance at the University of Alexandria, and they were asked to express their opinion on the paragraphs of the questionnaire in order to reach the extent of its validity in measuring the questionnaire for the subject of the research and to test the validity of the internal consistency of the questionnaire. The questionnaire was tested on 20 of each of the academics and practitioners of printing Regarding the extent of awareness of the importance of employing knowledge-based technology in the application of printing works. And the suitability of the proposed mechanism for employing technology based on knowledge in supporting the creative thinking of students with the learning outcomes resulting from the proposed mechanism in supporting innovative ideas for small projects.

The following table shows the statistical results for measuring the validity and reliability of the questionnaire with respect to the standards in the academic's sample.

Table (7) the academic's sample

questions	number of items	Cronbach's Alpha	Test result
The importance of having a mechanism for developing learning outcomes using information technology	7	0.862	Acceptable
The possibility of implementing creativity-based works as a successful small project	11	0.854	Acceptable

the previous table provied that the Cronbach Alpha for the sample of academics for the questionnaire exceeds 0.5, whereby the Cronbach Alpha for the items on the importance of having a mechanism for developing learning outcomes using information technology reached 0.862, which means accepting this measure for its stability. Also, the Alpha for the items on the possibility of implementing creativity-based works as a successful small project 0.854, which means that this scale is accepted for its reliability and validity- Analyzing the questionnaire data:

Table (8) the Professional's sample

questions	number of items	Cronbach's Alpha	Test result
The importance of having a mechanism for developing learning outcomes using information technology	7	0.512	Acceptable
The possibility of implementing creativity-based works as a successful small project	11	0.805	Acceptable

the previous table provied that the Cronbach Alpha for the sample of the Professional for the questionnaire exceeds 0.5, whereby the Cronbach Alpha for the items on the importance of having a mechanism for developing learning outcomes using information technology reached 0.512, which means accepting this measure for its stability. Also, the Alpha for the items on the possibility of implementing creativity-based works as a successful small project 0.805, which means that this scale is accepted for its reliability and validity- Analyzing the questionnaire data:

Table (9) academics and the Professional's sample

questions	number of items	Cronbach's Alpha	Test result
The importance of having a mechanism for developing learning outcomes using information technology	7	0.784	Acceptable
The possibility of implementing creativity-based works as a successful small project	11	0.825	Acceptable

the previous table provided that the Cronbach Alpha for the sample of academics and the Professional for the questionnaire exceeds 0.5, whereby the Cronbach Alpha for the items on the importance of having a mechanism for developing learning outcomes using information technology reached 0.784, which means accepting this measure for its stability. Also, the Alpha for the items on the possibility of implementing creativity-based works as a successful small project 0.825, which means that this scale is accepted for its reliability and validity- Analyzing the questionnaire data:

The questionnaire was distributed to a representative sample of the research community, which amounted to 63 response questionnaires out of a total of 100 questionnaires for academics interested in specialization with a response rate of 63%. In addition to 100 response questionnaires out of a total of 150 questionnaires distributed to professionals in the field of textile printing and investment in small projects in this field with a response rate of 66.6 % The following was obtained:

The following table shows the approval rate of academics and professionals on the importance of establishing a small project based on creativity in the Saudi economy.

Table (10) the approval rate of academics and professionals of the importance creativity

Questions about the importance of establishing a small innovation-based project in the Saudi economy	Academic approval rate	Professional approval rate
The Saudi economy is characterized by the presence of effective facilities to set up a small project	%78.81	%86.1
Decision makers realize the importance of innovation-based small projects	%100	%92.4
based on innovation	%100	%94.2

Questions about the importance of establishing a small innovation-based project in the Saudi economy	Academic approval rate	Professional approval rate
The competent authorities provide effective advice to owners of small projects based on innovation	%75.8	%76.3
The competent authorities are following up on the status of emerging small projects	%72.7	%61.2
The competent authorities are following up on the status of emerging small projects	%84.8	%80.4
Innovation-driven micro-entrepreneur receives necessary financial support	%94.2	%71.2

The following table shows the statistical results of the tests of the second hypothesis that says: There is no statistically significant effect at the level of significance (= 0.05∝) for the importance of the proposed mechanism in supporting small projects to contribute to achieving the vision of the Kingdom of Saudi Arabia from the point of view of academics and professionals.

Table (11) the statistical results of the tests of the second hypothesis

Sample type	Sample number	Wilcoxon statistic	P.Value	Median	Test result
Academic	63	309	0.000	4.585	Reject the null hypothesis
Professional	100	402	0.000	4.210	Reject the null hypothesis
The Sum of two samples	163	344	0.000	4.080	Reject the null hypothesis

the previous table approved that the second null hypothesis is rejected, which says: There is no statistically significant effect at the level of significance (= 0.05∝) for the importance of the proposed mechanism in supporting small projects to contribute to achieving the vision of the Kingdom of Saudi Arabia from the point of view of academics and professionals and accepting the alternative hypothesis.

The approval rate of academics and professionals on the possibility of establishing a small project based on creativity in the Saudi economy.

Table (12) the approval rate of academics and professionals of the possibility

Questions about the availability of the possibilities to set up a small project in the Saudi economy	Academic approval rate	Professional approval rate
1. Adequate production capacity	%100	%100
2. Availability of skilled labor	%100	%100

Questions about the availability of the possibilities to set up a small project in the Saudi economy	Academic approval rate	Professional approval rate
3. 3Funding Availability	%87.8	%100
4. Adequate water supply	%.86.8	%99
5. Availability of raw materials	%96.9	%96
6. Availability of managerial skills	%100	%96
7. Transportation availability	%100	%96
8. Production cost is acceptable	%96.8	%97.9
9. Imports are regulated	%96.9	%96
10. Equipment availability	%100	%100
11 .Availability of communication and technology	%97	%97.8

the previous table approve the rejection of the null hypothesis that says: There is no statistically significant effect at the level of significance (= 0.05∝) for the possibility of implementing creative ideas for students in the form of successful small projects from the point of view of academics and professionals. And accept the alternative hypothesis.

Table (13) the statistical results of the tests of the Third hypothesis

Sample type	Sample number	Wilcoxon statistic	P.Value	Median	Test result
Academic	63	309	0.000	4.785	Reject the null hypothesis
Professional	100	402	0.000	4.542	Reject the null hypothesis
The Sum of two samples	163	344	0.000	4.457	Reject the null hypothesis

the previous table approved that the second null hypothesis is rejected, which says: There is no statistically significant effect at the level of significance (= 0.06∝) for the possibility of implementing creative ideas for female students in the form of successful small projects from the point of view of academics and professionals.

at the level of significance (= 0.05∝) for There is no statistically significant effect at the level of significance (= 0.06∝) for the possibility of implementing creative ideas for female students in the form of successful small projects from the point of view of academics and professionals. and accepting the alternative hypothesis. The approval rate of academics and professionals on the possibility of establishing a small project based on creativity in the Saudi economy.

Findings and Recommendations:

The research reached a set of results, which are as follows:

-1By developing the scientific content of the curricula, public universities can maximize the added value of learning outcomes and employ knowledge and skills in the service of development plans in the Kingdom of Saudi Arabia, which will effectively contribute to achieving Vision 030

2- Public universities possess ambitious human energies capable of translating the scientific content of the curricula into successful innovative ideas that can be applied in practice, maximizing the added value of the learning outcomes and employing them to serve the national economy.

3-The Saudi economy gives special importance to the contribution of small projects in supporting the sustainable development plan for the Saudi economy in accordance with the vision of the Kingdom of Saudi Arabia 2030

4- The Saudi economy provides a supportive environment for existing small projects based on innovation by providing effective facilities at the construction or implementation stage through a group of bodies and institutions set up specifically for this purpose.

5- The Saudi economy provides effective solutions for small projects based on innovation through many initiatives launched specifically for this purpose

6- The applied government policies provide effective mechanisms in addressing the problems facing existing projects, in a way that reflects the support of decision makers in the Saudi economy for these types of projects.

7- In the Saudi investment environment, there are technical and financial support channels for small projects

8-The investment environment of the Saudi economy has the ingredients for the success of small projects based on innovation.

<u>The most important recommendations:</u>

1- The necessity of including digital printing techniques in the methods of teaching textile printing course. With a focus on expanding the use of digital printing software applications

2- Taking into account the accuracy in choosing the designs executed on the furniture and furniture in a way that serves to employ them to produce technical units according to the purpose for which they are implemented.

3-The necessity of directing postgraduate students and researchers to in-depth studies related to enriching home furniture with the technical aspect, and its reflection on the quality of life.

Appendix:

Appendix No. (1)

Table (1): Number of Saudi job seekers during the first and second quarters of 2019

Period	Males	Increase %	female	increase %	total %	females to males
2nd Quarter 2019	**177,719**	**%5.9**	**825,136**	**%5.8**	**1,002,855**	**%83**
first quarter 2019	**167,811**	**-**	**777,512**	**-**	**945,323**	**%83**

Source: Labor Market Bulletin - Second Quarter 2019 General Authority for Statistics in Saudi Arabia

Table (2): The ratios were calculated from the knowledge of the two researchers.

Challenges faces the industry - **Challenges for the industrial sector in 2018.**

problem		Small
		6 - 49
1	double demand	42.4%
2	Insufficient production capacity	7.8%
3	Availability of skilled labor	7.1%
4	Funding Availability	8.2%
5	Insufficient water supply	6.8%
6	Raw material shortage	12.0%
7	Lack of management skills	11.1%
8	Transportation problems	15.8%
9	high production cost	11.0%
10	Illegal imports	8.2%
11	Poor quality raw materials	27.1%
12	Lack of equipment availability	4.5%
13	communication and technology	3.7%
14	Insufficient storage capacity	0.6%
15	Other	2.0%

Source - General Authority for Statistics (Industrial Activity Survey 2018), p. 32

Index: the statistical tables:

Table No. (A) Numbers and percentages of distributed, received and valid survey lists

Sample type	Number of surveys lists distributed	Number of survey lists received	Percentage of distributed survey lists	Number of valid survey lists	Percentage of valid survey lists received
Academics	100	63	%63	63	%100
professionals	150	104	69.3%	100	96.1%
total of the two samples	250	167	66.8%	163	97.6%

Table No. (B) **Statistical results for the importance of the application from the point of view of academics**

Questions about the importance of establishing a small project based on creativity in the Saudi economy		Strongly Agree	Agree	Neutral	Not Agree	Strongly Disagree	Arithmetic Mean	Mediator	Standard Deviation	Ranking
The Saudi economy is characterized by the presence of effective facilities to set up a small project	Repeat						4.09	4	0.940	5
	%	%39	%39	%13	%9	%0				
Decision makers realize the importance of innovation-based small projects	Repeat						4.48	4	0.504	3
	%	49%	%51	%0	%0	%0				
Decision makers are interested in examining the problems facing small projects based on innovation	Repeat						4.64	5	0.485	1
	%	%64	%36	%0	%0	%0				
The competent authorities provide effective advice to owners of small projects based on innovation	Repeat						3.85	4	0.996	7
	%	%24	%52	%12	%9	%3				
The competent authorities are following up on the status of emerging small projects	Repeat						4.00	4	0.744	6
	%	%27	%46	%27	%0	%0				
Small entrepreneur receives the necessary technical support	Repeat						4.30	4	0.723	4
	%	%46	%39	%15	%0	%0				
The innovation-driven micro-entrepreneur receives the necessary financial support	Repeat						4.52	5	0.614	2
	%	**%58**	**%36**	**%6**	**%0**	**%0**				

Table No. (C) **Statistical results of the importance of the application from the point of view of professionals**

Questions about the importance of setting up a small creative project in the Saudi economy.		**Strongly Agree**	**Agree**	**Neutral**	**Not Agree**	**Strongly Disagree**	**Arithmetic Mean**	**Mediator**	**Standard Deviation**	**Ranking**
The Saudi economy is characterized by effective facilities to set up a small project	Repeat						3.991	4	0.522	5
	%	%13	%73	%13	%9	%0				
Decision makers realize the importance of innovation-based small projects	Repeat						4.403	4	0.634	3
	%	%48	%44	%8	%0	%0				
Decision makers are interested in examining the problems facing small projects based on innovation	Repeat						4.382	4	0.599	4
	%	%44	%50	%6	%0	%0				
The competent authorities provide effective advice to owners of small projects based on innovation	Repeat						3.891	4	0.511	6
	%	%22	%54	%15	%9	%0				
Competent authorities monitor progress of small emerging projects.	Repeat						3.674	4	0.035	7
	%	%24	%37	%21	%18	%0				
Small entrepreneur receives the necessary technical support	Repeat						4.001	4	0.636	2
	%	%20	%60	%20	%0	%0				
supporting with required money small entrepreneurs based on innovation	Repeat						3.831	4	0.682	1
	%	**%14**	**%57**	**%27**	**%2**	**%0**				

Table No. (D) **Statistical results of application possibilities from the point of view of academics**

Questions about the possibility of establishing a small project based on creativity in the Saudi economy		**Strongly Agree**	**Agree**	**Neutral**	**Not Agree**	**Strongly Disagree**	**Arithmetic Mean**	**Mediator**	**Standard Deviation**	**Ranking**
production capacity adequacy Availability of skilled labor	Repeat						4.85	5	0.362	11
	%	%85	%15	%0	%0	%0				
Funding Availability	Repeat						4.46	5	0.486	7
	%	%64	%36	%0	%0	%0				
Adequate water supply	Repeat						4.67	5	0.475	9
	%	%67	%33	%0	%0	%0				
Availability of raw materials Availability of management skills	Repeat						4.52	5	0.717	1
	%	%64	%24	%12	%0	%0				
Transportation availability	Repeat						4.61	5	0.553	3
	%	%64	%33	%3	%0	%0				
Production cost is acceptable	Repeat						4.67	5	0.476	8
	%	%67	%33	%0	%0	%0				
imports are regulated	Repeat						4.58	5	0.497	6
	%	%58	%42	%0	%0	%0				
Availability of communication and technology	Repeat						4.61	5	0.552	4
	%	%64	%33	%3	%0	%0				
production capacity adequacy	Repeat						4.61	5	0.551	5
	%	%64	%33	%3	%0	%0				
Availability of skilled labor Funding Availability	Repeat						4.73	5	0.448	10
	%	%73	%27	%0	%0	%0				
Equipment availability	Repeat						4.52	5	0.663	2
	%	**%58**	**%39**	**%3**	**%0**	**%0**				

Table No. (E) **Statistical results of application possibilities from the point of view of academics**

Questions about the possibility of establishing a small project based on creativity in the Saudi economy		Strongly Agree	Agree	Neutral	Not Agree	Strongly Disagree	Arithmetic Mean	Mediator	Standard Deviation	Ranking
production capacity adequacy Availability of skilled labor	Repeat						4.44	4	0.499	9
	%	%44	%56	%0	%0	%0				
Funding Availability	Repeat						4.38	4	0.488	11
	%	%38	%62	%0	%0	%0				
Adequate water supply	Repeat						4.47	4	0.502	8
	%	%47	%53	%0	%0	%0				
Availability of raw materials Availability of management skills	Repeat						4.44	4	0.519	7
	%	%45	%54	%1	%0	%0				
Transportation availability	Repeat						4.36	4	0.560	4
	%	%40	%56	%4	%0	%0				
Production cost is acceptable	Repeat						4.44	4	0.574	3
	%	%48	%48	%4	%0	%0				
imports are regulated	Repeat						4.49	5	0.578	2
	%	%53	%43	%4	%0	%0				
Availability of communication and technology	Repeat						4.58	5	0.535	5
	%	%60	%38	%2	%0	%0				
production capacity adequacy	Repeat						4.39	4	0.601	1
	%	%44	%52	%3	%0	%0				
Availability of skilled labor Funding Availability	Repeat						4.39	4	0.490	10
	%	%39	%61	%0	%0	%0				
Equipment availability	Repeat						4.63	5	0.525	6
	%	%65	%33	%2	%0	%0				

Appendix No. (2) Some possible work depending upon the proposed mechanism.








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<u>الدوريات</u>

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