



Interior Design as an Object of Intellectual Property Education in Microsoft Teams Platform and a Way for Corporate Identity

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Abstract

The purpose of this paper is to consider interior design as an object of intellectual property education in Microsoft Teams platform and as an important component of corporate design and corporate identity. The training of interior design as an object of intellectual property in the Microsoft Teams platform gives teachers a chance to use modern information and communication technologies to collect, process and teach relevant teaching material, work with digital tools during training and use interactive presentations systems that contribute to a stronger engagement of students' attention. Interior design is included as an object of study in the discipline "Design of Architecture, Interior and Exterior" where the relationship of architecture, interior and exterior and their similar protection as objects of intellectual property is clearly visible. Interior design is the art of expressing or applying human creative skills and imagination on structural spaces that should be appreciated primarily for their aesthetics and emotion, but also functionality. Interior design is classified as an object of intellectual property, in particular as applied art based on its performance, inspired by many art forms and design concepts. We focus on interior design as an object of copyright protection. According to the regulations at national and international level, the main normative acts regulating the protection of works of science, literature and arts are Copyright and Related Rights Act, 1993 and the Berne Convention for the Protection of Works of Literature and Arts, 1886.

Interior design is an important component of corporate design and corporate identity, because interior design is the visual face of the company and serves to create a visual corporate identity and emotional connection with customers, which affects their perception. The concept of company design and corporate identity includes a wide range of elements, covering on behalf of the company to its logo, exterior and interior design, vehicle design and company clothing design, design of advertising materials and documentation, web page design and web stores, employee behavior design, service concept, advertising and public relations of all kinds, used for corporate style, image and culture. One of the most famous of these concepts is the atmosphere of the interior space, namely interior design. In today's capitalist world, a well-established corporate identity can be seen as a significant contribution to corporate success. Corporations can use a variety of elements to reflect their corporate identity in a desired way for their customers, and interior design is one of those elements are used to differentiate themselves from competitors and to be easily recognizable to customers.

Keywords: *intellectual property rights, interior design, education, distance learning, company identity.*

1. Introduction

This report aims to present interior design as an object of intellectual property training in the Microsoft Teams platform and as an important component of corporate design and corporate identity, for which purpose this study is structured as follows:

- 1.1. Interior design as an object of study in the discipline "Design of architecture, interior and exterior", which clearly shows the relationship between architecture, interior and exterior and their similar protection as objects of intellectual property.
- 1.2. Interior design as an important component of corporate design and corporate identity.
- 1.3. Training in interior design as an object of intellectual property in the Microsoft Teams platform.



2. Content of the practical part of the course

Regarding point 1.1.

Interior design is the art of expressing or applying human creative skills and imagination on structural spaces, usually in visual forms with a variety of colors, textures and elements, arranging spaces that should be appreciated primarily for their aesthetics and emotion, but also functionality. Design has a subtle effect on our thoughts, feelings and behavior. Interior design is classified as an object of intellectual property, in particular as applied art based on its performance, inspired by many art forms and design concepts. Architecture also inspires interiors with the extensive and sustainable use of materials and concepts to create spaces in spaces. The process of creating space and form is unified and key to architecture and design.

The Design of architecture, interior and exterior in its essence is an intellectual product-project, model, implemented solution - interior and exterior. In order to be realized as intellectual property, the company management must ensure its protection in accordance with the objectives in the field of intellectual property, its market strategy and its capabilities. There are many ways to ensure ownership of interior design, which we consider in the discipline "Design of architecture, interior and exterior" and which we will summarize as follows:

1. as artistic property - The project for architectural and construction decision, its realization, the project for complex interior decision, as well as its elements, may be protected as objects of intellectual property by virtue of the Law on Copyright and Related Rights, 1993. The protection of projects, construction or interior solutions, as well as their elements, are subject to protection under the Copyright and Related Rights Act automatically, without conditions for the deposit of projects, documents for construction decisions or others.

2. as industrial property for the purpose of establishing an exclusive right for their creator, guarantor, investor. In summary, the possibilities for this are the following:

- as an invention or utility model under the Law on Patents and Registration of Utility Models, 1993;

- as an industrial design under the Industrial Design Act, 1999. The protection of design, construction or interior solutions, as well as their elements through the system of industrial property is provided through a special procedure in the Patent Office of the Republic of Bulgaria.

3. as know-how - the design and implementation of the design of the interior or exterior of the company, its elements or complex solutions, is a kind of organizational and management information. Secrecy as a trade secret provides protection through the confidentiality mechanism within the company. In case of breach of secrecy and proof of unfair conduct, the Competition Protection Act, 2008 enters into force.

Regarding point 1.2.

Interior design is an important component of corporate design and corporate identity, as interior design is the visual face of the corporation, as well as a visual environment for communication with the client by directly influencing their perception and serves to create an emotional connection with them. Visual corporate identity is an important element of a corporation's communication design and is influenced by its culture, corporate behavior, strategy, products, communications, and design elements. The concept of corporate design and corporate identity includes a wide range of elements, covering on behalf of the company, its logo, exterior and interior design (interior and exterior), vehicle design and corporate clothing design, design of advertising materials and documentation, design of web page and web stores, employee behavior design, service concept, advertising and public relations of all kinds, used for corporate style, image and culture. Or, more generally, company design encompasses all artistic and creative decisions in the company, representing a trinity of systematically related elements: design of the company's products; interior and exterior design of the company; design of the company's visual communication tools. The interior design of the company as an element of corporate design and corporate style is a set of all creative solutions of the company related to the internal



spatial artistic and creative solution of the production and non-production environment of the company. The interior solutions of the company aim to ensure corporate identity and differentiation and visual suggestion of corporate style and prestige. Among the most famous examples are Mc Donald's and Happy restaurants, which stylize the interior design of restaurants according to their corporate identity. Interior design also helps to identify corporate identity more than others, especially in the services sector, where the environment is considered one of the few key elements and interior design helps corporations stand out from their competitors. In other words, for the correct understanding of corporate identity, the interior design of corporate spaces must be in harmony with corporate identity.

Regarding point 1.3.

In recent decades, the digitalization of life, business and public relations has changed virtually all aspects of our society, including the sphere of the educational process in higher schools. Particularly clear and up-to-date since the beginning of 2020 in connection with the COVID-19 pandemic, the educational process in higher education institutions has changed dramatically towards a digital educational process through the latest achievements of information and communication technologies, which had to meet expectations and requirements the digital generation. The realization of this new "digital society" implies the creation of new connections, a new way of communicating, the creation of new educational products and the transformation of existing ones into digital ones, as well as new literacy. Microsoft Teams, as the main platform used by the University of National and World Economy (UNWE), Sofia, Bulgaria, which allowed efficient distance learning and tackling this challenge, provides a modern and up-to-date virtual classroom where many digital learning materials can be stored and accessible to students at any time, place and way, and can create documents and presentations, exchange information and ideas, work together on projects and much more.

Interior design is included as a subject of study in the discipline "Design of architecture, interior and exterior", in which the author has experience in teaching distance learning to students in the Microsoft Teams platform, which discipline clearly shows the relationship between architecture, interior and exterior and their similar protection as objects of intellectual property. Interior design training in the Microsoft Teams platform enables teachers to offer real-time distance learning, to use modern information and communication technologies for collecting, processing and teaching material, to show their presentations live, to conduct real-time research in different databases and to show many examples through the option to share the screen on your computer and students to see everything through their devices, to publish their lectures in the platform in text and video format, to create electronic interactive multimedia teaching aids, to work with digital tools during training, which contribute to a stronger engagement of students' attention. The emphasis is mainly on the potential of teachers to create and maintain modern effective training. Everyone involved in the virtual hall can participate in the lesson by talking or chatting. Lessons can be recorded and made available online so that they are available to all students at any time. With Microsoft Teams-based training, the entire learning process is automated through materials that are generated and distributed electronically. E-learning requires the provision of reliable, fast and broadband wireless internet connection, which UNWE provides to its faculty and students at the university and allows students and faculty to join it at any time. In the discipline "Architecture, Interior and Exterior Design" students have the opportunity to conduct in-depth research in the electronic portal of the Patent Office of the Republic of Bulgaria for protected solutions in construction and opportunities for their protection through intellectual property: industrial design, inventions, utility models, etc. Students have the opportunity to present their results in the Microsoft Teams platform, through interactive presentations and screen sharing. In this way, they develop their analytical research skills, communication, presentation and discussion skills. They are motivated to look for new trends in interior design and construction.

The advantages of e-learning in the platform Microsoft Teams are the improvement of the learning environment, the facilitated distance communication between students and teachers, as in the process of communication between teacher and student all their correspondence is maintained and preserved, provided access to information and learning materials to many users at the same time without restrictions in time and space, etc.



3. Conclusion

The future of the new digital generation is linked to the development of revolutionary technologies, which makes the link between education and technology more important than ever. Providing an environment that activates and motivates students to work effectively is related to the introduction of modern educational technologies, but they are only a means by which the university implements interactive methods based on individual approach to work. The use of these technologies in the learning process, including interior design training in the Microsoft Teams platform, allows the transition from a teacher-centered approach to a learner-centered learning approach. Training in interior design as an important component of corporate design and corporate identity as an object of intellectual property in the Microsoft Teams platform enables teachers to use modern information and communication technologies to collect, process and teach appropriate teaching materials, work with digital tools during of training and the use of interactive presentation systems, which contribute to a stronger engagement of students' attention and a clearer presentation of examples of interior solutions. The real-time training in the platform helped the organizational development, made efforts to impose a new educational culture, balance the needs of teachers and students and ensure security, as the biggest challenge for all participants in the provision of educational services in education - by management of the university, through the technical teams, the teachers and the students themselves - to learn about constant change and adaptation to innovation. In this new reality, technology-enabled teachers and staff have the opportunity to create a more flexible and inclusive learning environment.

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