

Analysing Corporate Identity in Office Design With a Case Study Model

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ABSTRACT

Considering the historical process, many commercial enterprises today use the concept of corporate identity to raise awareness. The concept articulates the expression of the armies' identity during the hot war period with pictogram-based and symbolic elements. Corporate identity is now one of the most crucial aspects of reputation management for many businesses, owing to the intensifying competition in the global commercial market. Beyond graphic design, which contains business cards, logos, ads, etc., corporate design now includes the interior design of buildings, which highlights implementing interior design in office spaces by creating a context with corporate identity.

Analysing office interior design with corporate identity is the study's goal. The methodology involved the results of student-made interior architecture projects with an office theme from Selçuk University's Faculty of Architecture and Design, Department of Interior Architecture's Project-III course to look at interior architecture projects. The context of the design phases and outputs in process with the corporate identity was established using a case study model. The findings indicate that office interior designs are more qualified when incorporating visual components that accentuate the institution's brand and image value. It is therefore advised that corporate identity be integrated into the office interior design process.

Keywords: Case Study Model, Interior Design, Corporate Identity, Office Spaces.

Ofis Tasarımında Kurumsal Kimliğin Durum Çalışması Modeli ile Analiz Edilmesi

Öz

Tarihsel sürece bakıldığında, sıcak savaş dönemindeki orduların piktograma dayalı ve simgesel öğelerle benliğinin dış vurumunu ifade eden kurumsal kimlik kavramı, günümüzde birçok ticari işletme tarafından farkındalık oluşturmak amacıyla kullanılmaktadır. Dünya genelinde ticari piyasadaki rekabetin atması sebebiyle kurumsal kimlik, birçok işletme için itibar yönetiminin en önemli parçalarından birisi haline gelmiştir. Kurumsal tasarım, sadece reklam, logo, kart vizit vb. grafiksel tasarım anlayışının ötesine geçerek kurumların faaliyet gösterdikleri mekânların tasarımına kadar ulaşmıştır. Bu durum, ofis mekânlarında kurumsal kimlik ile bağlam kurarak iç mekân tasarımının gerçekleştirilmesi gereğini ortaya koymaktadır.

Yapılan çalışmada, ofislerdeki iç mekân tasarımının kurumsal kimlik bağlamında incelenmesi amaçlanmaktadır. Çalışmanın yönteminde, iç mimari projelerin kurumsal kimlik bağlamında incelenmesi için Selçuk Üniversitesi, Mimarlık ve Tasarım Fakültesi, İç Mimarlık Bölümü Proje- III dersi kapsamında öğrenciler tarafından yapılan, ofis konulu iç mimari projelerin çıktıları ele alınmıştır. Proje sürecindeki tasarım aşamaları ve tasarım çıktılarının kurumsal kimlik ile bağlamını kurmak için durum çalışması modeli kullanılmıştır. Yapılan çalışmanın sonucunda, ofislerin iç mekân tasarımında kurumun marka ve imaj değerini ön plana çıkaracak görsel öğelerin kullanımının, tasarımları daha nitelikli hale getirdiği görülmektedir. Ofislerin iç mekân tasarımında kurumsal kimliğin esas alınarak tasarım süreciyle bütünleştirilmesi önerilmektedir.

Anahtar Kelimeler: Durum Çalışması Modeli, İç Mekân Tasarımı, Kurumsal Kimlik, Ofis Mekânları.

1. Introduction

For expressing the distinctive qualities of institutions, corporate identity is the most crucial tool. Institutions can express their individuality and consider how they want to be remembered while still adhering to the corporate identity theme. In this situation, institutions can preserve their corporate identity by taking steps to raise awareness and set themselves apart from competitors. One of the most crucial components of reputation management for organizations today is corporate identity,

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which originated with the symbols used on machinery and vehicles during the hot war eras to manage perception. As a result of globalization, corporate identity has become more widely accepted in the industry and is being utilized as a powerful tool for institutions to communicate with their constituents (Balta Petekoğlu, 2022, s. 269).

Saying that corporate identity is a concept that is only studied in relation to communication, promotion, or visual elements would be a reductionist approach. To ensure that the intended audiences notice and remember the components that will propel the institution ahead in the future, they must be viewed as a whole. Within this framework, corporate identity ought to be viewed in tandem with corporate behaviour, communication, philosophy, and design components. Corporate design, on the other hand, plays a crucial role in the creation and evolution of an institution's identity because it gives institutions a distinct advantage and guarantees their success in inter-institutional competition. One of the most crucial aspects of corporate design is interior design. An original concept study makes interior design possible within the parameters of corporate identity (Yazıcıoğlu & Meral, 2011, s. 113).

These days, offices are one of the most significant spaces where companies actively use corporate identity and corporate design to set themselves apart in the competitive environment. All types of businesses and industries are experiencing an increase in the themes of unity, connection, communication, sharing of information, speed to market, and quick decision-making. The modern office needs to facilitate all of these corporate objectives while fostering a welcoming and pleasurable atmosphere that consistently prioritizes productivity. In this regard, office interior design should be unique, promote a feeling of belonging, and be dynamic to establish a context that aligns with the corporate identity. Specializing in information-based work, offices house an extensive number of documents, accounts, and visual materials that are gathered, saved, shared, and distributed. As a result, office spaces are where the company's active transactions take place. It is crucial to design offices in this context in a way that highlights the institution's brand and image values (Noraslı, Kurumsal imaj bağlamında Konya Meram'da bulunan tasarım ofislerinin analizi, 2016, s. 59).

Numerous techniques are employed in interior design to assess whether project outputs meet the required quality standards. These can come from design-based techniques, or they can be taken from other disciplines and modified for use in the interior architecture design process (Evcil, 2014, s. 112). The current research employed the case study model as a methodology to scrutinize the interior architecture projects under discussion and their design process in relation to corporate identity. A social science-based research technique, case studies have been employed by numerous academic fields throughout history to examine various scientific fields. A case study is a type of research methodology that can be applied when there is a clear boundary between a phenomenon and its context or when the phenomenon is related to its own context. It utilizes a methodological approach in which data is gathered via various systems and then thoroughly analysed to show how a phenomenon operates. A case study also allows the researcher to thoroughly investigate a phenomenon over time to gather data methodically and ascertain what is occurring in the real world. This way, it can provide light on the causes of the findings and suggest improvements for subsequent research (Salminen, Harra, & Lautamo, 2006, s. 4). In this context, the project processes in the research were conducted through a case study.

Analysing office interior design in light of corporate identity is the study's goal. The study's methodology involved discussing the results of student-made interior architecture projects with an office theme from Selçuk University's Faculty of Architecture and Design, Department of Interior Architecture's Project-III course to look at interior architecture projects in relation to corporate identity. The context of the design phases and design outputs in the project process with the corporate identity was established using a case study model. According to the study's findings, office interior designs are more qualified when they incorporate visual components that accentuate the institution's brand and image value. It is advised that corporate identity be integrated into the office interior design process.

1.1. Corporate Identity in Office Spaces

Corporate identity evolved to demonstrate its might and to tell the enemy army who it is. The symbols employed by the armies during the kingdom eras to be recognized by their allies and to visually

communicate with the enemy highlighted their sense of identity and belonging. Countries have used military uniforms that represent their cultural and social values to send their armies into battle over time, creating a visual perceptual effect. As a result, institutional differences started to be seen. The idea of corporate identity has previously been used to describe buses, passenger wagons, ships, and airplanes (Balta Petekoğlu, 2022, s. 113)

Names, logos, and business cards of commercial companies have enhanced corporate identity through sophisticated graphic designs that are part of the graphic field. This trend can be attributed to factors like population growth, technological advancements, globalization, trade network expansion, and competition. The idea of corporate identity is now widely applied in the interior spaces of all commercial, public, and social institutions, transcending the simple representation of graphical images. Studies of corporate identities in interior environments define the goals and objectives of organizations with distinct boundaries, which leads to qualified developments (Norash, Kurumsal imaj bağlamında Konya Meram'da bulunan tasarım ofislerinin analizi, 2016, s. 52).

Institutions have identities that set them apart from one another with their own features, just as individuals. One of the most crucial instruments for facilitating communication with society is corporate identity (Uzoğlu, 2001, s. 338). Within this context, corporate identity refers to the visual and intellectual representation of an institution, business, organization, etc. based on the work that it produces. Corporate identity is the sum of an organization's positions and actions, both within and outside of it. Over time, a positive perception of a company is created in the minds of society by a strong corporate identity (Göktepe, 2013, s. 18).

Understanding the ideas of identity and collective identity enriches the definition of the term "corporate identity." Identity is a characteristic that sets individuals apart from one another, even though it is essentially a human-specific concept. In terms of the emotions and self-consciousness of the community, collective identity is a distinct sense of belonging. Therefore, unlike individual identity but like collective identity, corporate identity refers to the identity of an institution, business, or organization (Ülker Kaya, 2006, s. 27).

As long as communication is taken into consideration—which is the most crucial way to convey the distinctive qualities of institutions and how they express their unique sides and stick in people's minds—corporate identity satisfies the theme of corporate identity. Depending on how it serves this purpose, corporate identity can be viewed as a collection of understandings that help an organization identify itself and how it should be remembered, defined, and described (Hepkon, 2023, s. 179).

Saying that corporate identity is a concept studied within the framework of communication, promotion, or visual elements is a reductionist approach. For the specified target audiences to notice and remember the components that will propel the institution ahead in the future, they must be designed in line with the corporate identity and taken into consideration as a whole (Silsüpür & Erdiñ, 2021, s. 1129). According to (Yazıcıoğlu & Meral, 2011, s. 112), there are four primary areas in which the components of corporate identity are analysed: corporate philosophy, corporate communication, corporate behaviour, and corporate design. Since corporate design puts institutions in a distinct position and guarantees their success in inter-institutional competition, it becomes one of the most crucial components in the formation and development of an institution's identity (Melewar & Saunders, 2000, s. 542).

One of the key components in the creation of corporate design is interior design (Perry & Winsom, 2003, s. 42). An original concept study makes interior design possible within the parameters of corporate identity. Concept is one of the most noteworthy stages of shaping in the design process. A location can become uniquely its own by developing its concept. According to (Gündüzlü & Erçevik Sönmez, 2021, s. 244), a concept in this context is a phenomenon that embodies the atmosphere intended to be reflected in the space and arises from the visuals obtained with unique approaches by concretizing the design principles. Understanding the perceptual cues conveyed by the environmental elements that comprise a space is essential to determining whether an interior design is appropriate for a corporate identity (Yazıcıoğlu & Meral, 2011, s. 113). When the person using the space is impacted by the visual effects of every element—including colour, texture, accessories, furniture, floor, and wall covering—and gives

significance to each of them, the interior design is in keeping with the corporate identity (Akkaş & Mutdoğan, 2021, s. 32)

Office spaces are the primary visual representation of corporate identity in interior design. By using their interior designs to create visual messages for the public in the places where they operate, commercial enterprises raise awareness. Office design in accordance with user needs was the first step in the development process. Since its inception in the 19th century, the office concept has evolved to meet changing needs and keep up with technological advancements (Köse Doğan, 2008, s. 38; Riewoldt, 1994, s. 37). The office, a term with French roots, refers to a dedicated space for information-based work where a vast number of accounts, documents, and visual materials are gathered, saved, shared, and distributed (Dalga, 2007, s. 16; Mitchell, 1995, s. 47).

With the expansion of business volume, office designs have become different. Three distinct types of offices—closed (traditional), open (free), and mixed—are arranged spatially within them. It is evident from the development of office types that open (free) offices have gradually supplanted the widely used closed (traditional) office layouts (Harris, 1991, s. 56). Factors related to commerce and communication have led to an increase in the number of departments within the office. As a result, over time, office types with mixed layouts took the place of closed (traditional) and open (free) office concepts, which proved to be insufficient. With the rise in expectations and competition, as well as the advancement of technology and design knowledge, offices have taken on new significance in today's world. A variety of topics, including rentable offices, flexible offices, prestigious offices, environmentally friendly offices, mobile offices, and home offices, are covered when discussing modern office types (Noraslı, 2016, s. 61).

Both fictional and operational attributes, such as corporate identity, customer image, spatial comfort, aesthetics, teamwork, project-oriented business activity, and the capacity to complete numerous tasks quickly, are significant in the offices analysed using the current approach criteria. Furthermore, according to (Noraslı & Köse Doğan, 2020, s. 4; Mullin, 1976, s. 51). Corporate image formation, flexible, privileged interior design, and the internal reflection of that image, all play significant roles in modern offices. In this sense, interior architecture projects' handling of office building interior design raises awareness among businesses regarding corporate identity and sets them apart from rivals.

1.2. Case Study Model

A case study is a research method based on social sciences, which has been employed as a method in many scientific fields, including law, sociology, anthropology, medicine, and psychology over time (Salminen, Harra, & Lautamo, 2006, s. 4; Vural & Cenkseven, 2005, s. 28). Case studies have been handled by many disciplines. When a phenomenon is connected to its own context or when it's unclear where the boundaries are between the phenomenon and the context, these kinds of studies are useful research methods (Yin, 2003, s. 133). A case study employs a methodological approach in which data is gathered via various systems and a thorough analysis is conducted to uncover the workings of a phenomenon (Chimlar, 2010, s. 528). A case study also allows the researcher to thoroughly investigate a phenomenon over time to gather data methodically and ascertain what is occurring in the real world. In this sense, it can shed light on the causes of the observed outcomes and suggest improvements for subsequent research (Davey, 2009, s. 2).

(Aytaçlı, 2012, s. 3) explains the eight different types of case studies created by Bogdan and Biklen based on the theoretical framework as follows:

- Observation-Based Case Study: This type of study uses a data collection tool to gather particulars about the group being studied.

- Life History: These are in-depth interviews used to gather information about an individual's narrative. Oral history is also included in this form if a historian conducted the interviews.

- Documents: Described as the primary data sources, these materials serve as a supplement to participant observation and interviews. They include images, audio, video, diaries, clinical condition records, and some recollections. Three categories of documents are examined: documents from popular culture, official documents, and personal documents.

- Case Studies Analysing Organizational History: These studies track the evolution of organizations by concentrating on particular organizations. Organizations are found through conducting interviews with individuals about the organization, observing the event as it is happening, and looking through previously published written materials.

- Situation analysis: This is an additional type of case study. It occurs when an individual who is impacted by an event pattern has an indirect impact on those around him.

- Micro-ethnography: This type of case study involves examining a small portion of an organization or a particular activity within it.

- Multi-Case Studies: In these studies, two or more subjects or events are examined.

- Comparative Case Studies: Comparing and contrasting two or more case studies. To make comparisons, another study is done. To indicate whether the first study is extended, a field needs to be chosen.

The stages of a case study are a crucial consideration in addition to its type. These steps are followed and the research is planned in studies that use case studies. The case study's phases ought to be followed in a straight line, starting at the beginning and ending at the end. The stages of the case study were categorized by (Taghisoylu, 2020, s. 1164) under the following six headings:

- Planning phase: The questions to be asked define the content of the research. By contrasting it with prior research, the appropriateness of the proposed study for the case study is established. Following the decision, the research starts by offering reliable details regarding the rationale behind the use of the case study. Recording the positive or negative aspects comes next.

- Design phase: Depending on the goals of the research to be done, a case study type is chosen at the start of the design phase. The chosen type must be taken into consideration when designing the analysis method. Once the definitions are established, the research methodology needs to be decided upon to convey the essence of the study.

- Phase of preparation: The researcher must next receive training and develop competence for this type of research. Preparations are being made for the protocol. The implementation phase starts after receiving approval from the units where the application will be used. This stage also includes the pilot study phase. The preparation stage is finished once the pilot study is completed.

- Collection phase: The application must adhere to the previously created application protocol. This protocol leads to the application of multiple sources and techniques. Different data sets are created as a result of different data results. The obtained data must be made in line with the corporate database in the application section.

- Analysis phase: During this phase, the data reliability principle needs to be followed. To ensure that the research meets the reliability criteria, it is necessary to create data that contradicts the data that was obtained. It is imperative to move forward with objectivity in the case study. The researcher must present the conclusions and observations independently of one another.

- Sharing phase: All of the supporting data for the findings are now provided. The most crucial element is that participants' personal information must be kept private by adhering to the reliability principle.

Rather than being a technique as a tool, the case study incorporates a technical study focused on results and can address research in any field. Positive results are seen in the studies by correctly identifying the type of research and progressing the stages by establishing connections sequentially, regardless of whether the cases discussed in the studies are single or multiple. A case study can be used to program all designs on a large or small scale, analyze project outputs within predetermined parameters, and carry out the design process in an interior architecture project.

2. The Project Area and Method

Interior architecture is a profession that deals with areas that are intended to fulfill people's needs in terms of practical, decorative, symbolic, and functional aspects. It also oversees the process of designing and implementing areas that people use based on their actions and physical and spiritual attributes (Kaçar, 1997, s. 56). This is how a multi-parameter design process is incorporated into interior architecture project management. The interior architecture design process involves more complex dynamics (spatial

perception, privacy, texture, color, etc.) than the design process, which primarily focuses on parameters like meeting human needs, comfort, aesthetics, and originality.

Architectural design, according to Bruce Archer, is "a goal-oriented problem-solving action." Design is the answer to an issue, which is something that many disciplines address in various ways. The process of creating interior design also necessitates the capacity to combine multiple sources of inspiration, as the statement "The way of handling the problem requires the designer to think and evaluate within some rules" makes clear (Ching, 2016, s. 137). Problems can become more problematic if this multi-parameter design process is prolonged or if one becomes mired in it. In this particular context, project efficiency is enhanced through the application of scientifically validated methods during the design phase. In the study, preferred method was "case study," which is one of the techniques that helps with interior architecture projects.

A case study is a model in which one or more constrained systems are gathered comprehensively from sources and qualitatively explained (Creswell, 2013, s. 87). By identifying an event's limitations, a case study reveals research based on the system to create a structure that will enable the development of the situation related to the event (Subaşı & Okumuş, 2017, s. 2). To explore the office interior design process and its relationship to corporate identity, the case study model—which is utilized in various research methods and handled by various disciplines—was created for the Project-III course at Selçuk University's Faculty of Architecture and Design, Department of Interior Architecture.

Office spaces are locations where hierarchical relationships of various dimensions are established and where intense, constantly renewing information flow is at the forefront. The ways that office design is approached have changed due to factors like the speed at which technology is developing, the idea that time is important in business, and the desire of employees to work in more comfortable environments (Çınar, 2023, s. 2639). According to (Noraslı, 2016, s. 59), interior designs for offices should be unique, foster a sense of community, and be dynamic to establish a context that complements the corporate identity. Office spaces are the primary visual representation of corporate identity in interior design, according to (Köse Doğan, 2008, s. 38). Factory management buildings were selected as the subject of this study because they are one of the building groups where office and corporate identity are best reflected. The task involved developing the corporate identity for the office building of the 'Teksan Industrial Site' type factory projects situated in the Konya Karatay region in collaboration with the proposed company. Additionally, interior space solutions that align with the identity established in the interior design were requested Figure 1.



Figure 1. Project Area Visuals. (Reference: Personal archive, 2022)

The industrial site is made up of a regular arrangement of factories with sections opening to the workshop at the back and administrative office entrances at the front of the buildings. The factory's first floor houses executive units and open-closed offices, including administrative offices, while the ground floor has a dining hall, staff rooms, and restrooms Figure 2.

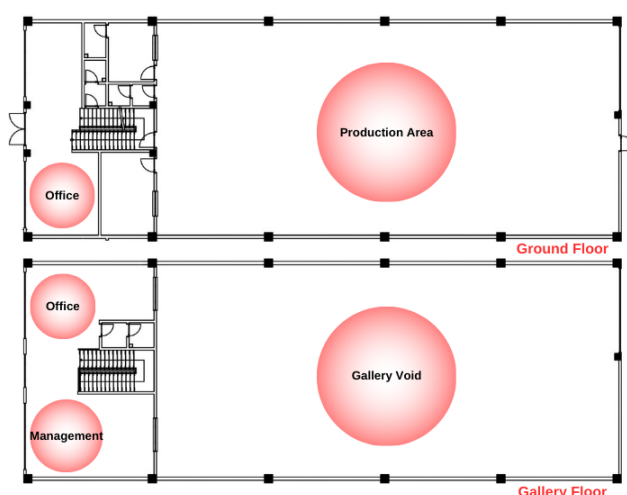


Figure 2. Project Area Ground and First Floor Plans. (Reference: Personal archive, 2022)

To create original interior designs with the created concept and set up, gallery solutions and similar stretches within the boundaries of the building's structural elements have been produced, along with corporate identity studies, which constitute the project's primary goal.

A case study is a research method that can be applied to one or more events. The type of case study to be used and the sequence in which its stages are to be followed ought to be selected based on the research that was done. Through an interior architecture project on office interior design, the purpose of this study is to explain the applicability of the interior architecture discipline in the case study's design process. The office buildings of the "Teksan Industrial Site" type factory projects were discussed, a brand was chosen by the students working on the project as material, and a situation analysis was made by adhering to the stages in the case study. There are six steps in the design process, as shown in Table 1.

Table 1. Programming the Design According to the Case Study Stages (Produced by the authors).

Stages	Content of the stages
Planning phase	Experience of the project area by the authors. Holding a project meeting regarding the students' working style and what is desired. Determining the process in the project.
Design phase	Studying current examples on the subject, conducting literature research and conveying these examples to students. Organizing technical tours by visiting similar building examples on site and selecting the right materials and design elements for office buildings.
Preparatory phase	Taking survey of the project area. Deciding on the design concept according to the data obtained, carrying out corporate identity studies and developing concept studies.
Collection phase	Observation in the sampling area and verbal interviews with the management unit and employees. Correlating initial design studies based on observations and opinions. Development of moodboard/materialboard and plan solutions.
Analysis phase	Designing office interiors within the developed concept and corporate identity.
Sharing phase	Presentation of the space designed as a preliminary project in line with all data, with project detail solutions and approximate cost quantity calculations.

(Reference: Personal archive, 2022)

Following the phases that make up the case study—planning, design, preparation, collection, analysis, and sharing—the interior architecture project phase of the space in question was finished. Analyzing the project phase process by relating it to the case study stages allowed us to determine how the case study affected the interior architecture project's particular design process.

3. Findings

The research findings are based on 3 sample projects: 'Delsac' project of Zeynep Bayrak and Fadime Çukur in Example 1, 'Pel Care' project of Başak Yazgan and Merve Nur Çukuryer in Example 2, Ramazan




Musaoğlu in Example 3. and Melik Doğan's 'Aspilsan' project was discussed with case study method stages.

As the first stage of the case study method, planning is actually the part of the project process where choosing the case study model shapes the design process. At this point, the writers made their first visit to the project site, had initial meetings with the managers, and discussed the project's future course of action. Following the meeting, a list of requirements for the project was created and the requirements were established in general terms. The data used in the project's development process were linked to the case study stages and the stages of the case study model, respectively, as a consequence of the initial visit and preliminary interviews. The students received the information and were given an explanation of the requirements and work schedule for the process.

A thorough literature review on office structures and corporate identity studies was carried out during the project's second phase, design. In this context, the authors and the students analyzed and discussed examples at the national and international levels within a studio setting. On-site visits to similar building examples were arranged, along with technical tours. The literature, case studies, and estimated cost information presented during the planning stage guided the students' individual research on the materials to be used in the space. Materials were categorized in the research along with their substitutes, and technical visits were arranged to various Konya-based businesses that sold the categorized materials.

The project area was visited and a survey of the area was taken by the students during the preparation phase, the third step of the project. The building's office and workshop section plans were created, and the front and rear facade surveys were finished. Students selected the companies based on the project's criteria, and they developed the concept by conducting a corporate identity study Table 2.

Table 2. Concept and Corporate Identity Studies.

	Company	Concept	Notion	Corporate Logo
Example 1	Delsac 'Perforated Sheet Production Company'	The shapes of the sheets that underwent the perforation process served as inspiration for the concept approach created for the company that produces perforated sheets. Minimalist lines and practical ideas were prioritized in the interior design, and metallic hues and yellow highlights were used in combination.	Corner Light-Shadow Sharpness Linear Metallic	
Example 2	Pel Care 'Cosmetics Production Company'	The brand was created with a focus on naturalness and healing. It was established by a woman entrepreneur and utilized plant-based products and recyclable packaging. Natural stones, which are the brand's distributor, served as an inspiration for interior material selections.	Eco-Friendly Naturalness Soft Organic Softness	
Example 3	Aspilsan 'Battery Manufacturing Company'	The energy and dynamic concepts served as inspiration for the design of the battery manufacturing company, which embraced the environmentalism concept. Environmentally friendly material choices and a safe design philosophy have been incorporated into the interior design.	Speed Contrast Sustainability Performance Movement	

(Reference: Personal archive, 2022)

The project's fourth step involved returning to the project area and making observations. The management team and staff members were surveyed and subjected to verbal interviews. The developed design elements were presented to the office staff during the meeting phase, and the office users were mentally prepared for the design. It was also mentioned in the interviews that creative and practical interior designs for office users, as well as designs that create a context with corporate identity, are unique, and give you a sense of belonging, will be sought after in today's innovative office design approach

elements. Table 3 displays the plan solutions and moodboard/materialboard studies that were made in light of the data gathered for the studies on connecting corporate identity with the interior.






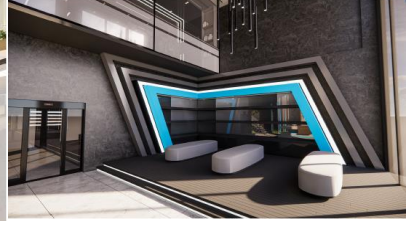









Table 3. Reflection of Corporate Identity in the Concept.

	Moodboard	Materialboard	Ground and 1st Floor Plans
Example 1			
Example 2			
Example 3			

(Reference: Personal archive, 2022)

The project's fifth step, the analysis phase, involved analyzing and correlating design elements with the concept that had been developed in the step before. Every office space was equipped with corporate identity elements that were integrated into the interior design Table 4.

Table 4. Reflection of Corporate Identity in the Interior.

	Example 1	Example 2	Example 3
Consultation Area			
Foyer			
Open Office			
Meeting Area			
Executive Office			

(Reference: Personal archive, 2022)

Project details for the space were created using approximations of cost and quantity calculations and presented to managers and staff during the project's final phase, sharing, which was designed as a preliminary project following all the data. The office design, which was carried out through the stages of the case study, was followed by planning, design, preparation, collection analysis, and sharing sections, respectively. As a result, preliminary interviews were conducted and the design process was linked to the case study's stages in the sample area where it was initially encountered. A review of the literature was done, and examples of modern office design were looked at. After that, a survey of the area was used to develop the design concept. In the sample area, observations were made, and managers and staff members

were interviewed. Office interior designs and corporate identity studies were created based on the concept that emerged from the analysis of the collected data.

4. Discussion and Conclusion

If the issue raised during the design phase isn't resolved, it leads to more issues. In the discipline of interior architecture, which is a vital component of the design universe as a whole, adhering to a specific method when carrying out the design process guarantees the production of high-quality outcomes. The primary components of the design process that make up parameters in an interior architecture project are the ability to read the thoughts and feelings of users, the method of approaching design, concepts developed with corporate identity, the conversion of concepts into design, the ability to accurately determine which environmental factors in the space to focus on, and the ability to transform the image created in the designer's mind into a legible visual element.

The process of an interior architecture project involves addressing a wide range of spaces in the field of interior architecture. Factory management buildings were selected as the subject of this study because they are one of the building groups where office and corporate identity are best reflected. Office spaces, materials, design principles, and other similar aspects all serve as a reflection of the culture of the organization in which they are housed. As a result, there are numerous considerations when developing corporate identity projects and identity-related interior design for businesses. It is rather challenging to handle such structures during the interior architecture project process without following specific programming or methods, which also hinders the production of qualified designs.

Scientifically validated techniques must be linked to the design and incorporated into the process to improve the interior architecture project's efficiency and positively impact its final result. One of the scientifically validated approaches that has been applied in numerous fields and can be applied in the design discipline is the case study method. The interior architecture process benefits from the integration of the case study system, which guarantees timely design advancement, organized workflow, and prompt resolution of unforeseen issues. This study has shown how the case study method—which is employed in many fields—contributes to the interior architecture project process by virtue of its application in the design field.

The interior architecture project process was integrated with the case study, resulting in a six-stage design process. The project process has been referenced for each step that was completed in chronological order. The study's form was made clear during the planning phase. Examples relevant to the project were evaluated and literature was researched during the design phase. During the preparation phase, the design concept was developed and the designs were made clearer in accordance with the observations and analyses made during the collection phase. During the sharing phase, the planned space was put into practice, and the materials and design elements chosen during the analysis phase were analyzed by connecting them to the design.

The process was programmed by talking about the completed design and the case study together. By reducing potential disruptions, following a method when carrying out the design process has given the designer a source of motivation. The space taken into consideration in the design is brought to a result that is compatible with its environment and can create a context with other data as the process moves forward in a specific order. As a result, it made it possible to create a more qualified process within the given constraints. It is advised that these studies be integrated with case studies or other carefully thought out, empirically validated techniques.

Consequently, it was found that the use of visual elements in the interior design of the offices that would emphasize the institution's brand and image value made the designs more qualified for the case study project. It is advised that corporate identity be incorporated into the office interior design process.

Arařtırmacıların Katkı Oran Beyanı / Contribution of Authors

Yazarların alıřmadaki katkı oranları Mehmet NORASLI %50/ Hatice INAR %50 řeklinde dir.
The authors' contribution rates in the study are Mehmet NORASLI %50/ Hatice INAR %50 form.

ıkar atıřması Beyanı / Conflict of Interest

alıřmada herhangi bir kurum veya kiři ile ıkar atıřması bulunmamaktadır.
There is no conflict of interest with any institution or person in the study.

İntihal Politikası Beyanı / Plagiarism Policy

Bu makale İntihal programlarında taranmıř ve İntihal tespit edilmemiřtir.
This article was scanned in Plagiarism programs and Plagiarism was not detected.

Bilimsel Arařtırma ve Yayın Etięi Beyanı / Scientific Research and Publication Ethics Statement

Bu alıřmada Yksekğretim Kurumları Bilimsel Arařtırma ve Yayın Etięi Ynergesi kapsamında belirtilen kurallara uyulmuřtur.
In this study, the rules specified within the scope of the Higher Education Institutions Scientific Research and Publication Ethics Directive were followed.

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