

Journal of Home
Economics

المؤتمر الدولي السادس – العربي العشريون للإقتصاد المنزلي
" الإقتصاد المنزلي وجودة التعليم "
٢٣-٢٤ ديسمبر ٢٠١٨ م



<http://homeEcon.menofia.edu.eg>

ISSN 1110-2578

EFFECTIVENESS OF THE PRINTING DESIGN IN SUPPORTING THE ARTISTIC VALUES OF THE TEXTILE BAG

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Abstract

This century witnessed a lot of difficulties in controlling the individual character in Applied Arts until it has become difficult to maintain environmental roots of art work, the bags industry is one of the advanced industries that live up to the global tastes, which do not require a lot of money and big construction, where the developed and developing countries alike give great attention to promotion of that industry, and the advancement of it, so the research try to activating the role of the printing design to enrich textile bags consistent with the recent tendencies and tastes of consumers and promoting for its.

So the research is concerned to:

Identify the ingredients of printing designs suitable for textile bags in line with the social environment and contemporary culture and preparing seven innovative patterns of printing designs to enrich the artistic values for different types of textile bags (women's work bag - bag for baby belongings - women's bag for occasions - bag for shopping - sport bag - handbag for girls - girl's bag for out), the proposed designs were applied by hand printing methods of silk screen and using the pigment colours and the prominent printing pastes to give distinctive aesthetic effects. Questionnaire was prepared to evaluate the artistic performance for the created printing designs for the suggested cloth bags , it had included ten items for evaluation by ten specialists and the results of the questionnaire were treated statistically to be sure of its achievement of the research hypotheses.

The results of the study show that:

The evaluating items have the high acceptance levels, the evaluating items (third and fifth) related with the textures and colour spaces achieved the highest percentage of the acceptance (%96) because of their contribute to enrichment the applied designs. The designs (first, second and fourth) have the highest percentages of the acceptance, where the second design (a bag for baby belongings) achieved (%97), the first design (women's work bag) achieved (%94), and the fourth design (bag for shopping) achieved (%90), and this because these designs are characterized by artistic visions more effective and credibility for the evaluating items.

Finally, the research recommended to:

Encourage the spirit of innovation and find the recent trends and non-traditional ideas in printing designs to encourage the initiatives for the small industries of the textile bags, achieve a reliable and modern uses and promote to the domestic products.

Introduction:

Today the world go to the science that stylists use it to express a range of knowledge and skills used in the construction and design of products in order to ensure its optimal performance in the service of man, the small industries are considered a backbone of any economy in the world because of their vital role in raising the economic growth rate, creating jobs reducing unemployment (Eman Ghozzy; 2004).

The bag is an important part of the outer appearance, and is one of the basic accessories that cannot do without them, cloth bag industry consider one of the most important small industries, designs of cloth bags have plurality of materials and patterns that may be suitable for one purpose or set of purposes, and as known that each material has properties and special specifications that distinguish them from others, this depending on the fibre type made from them, where the designs are varied to fit with the textile material properties (John, T. M.; 1997)

The research importance :

- Consider the textile bags industries and decorate them by various printing techniques to achieve reliable and modern uses in line with contemporary trends of the environment and the community

- Identification of the nature of textile materials in order to control them and increase their innovative capacity in the manufacture of bags.
- Get benefit of the relationship between the surface effects of fabric and colour design to achieve the satisfying aesthetic performance of the cloth bag.
- Open unfamiliar and new horizons to promote the domestic products of textile bags and encourage the small industries of textile bags to can meet the needs of the consumer and compete with global markets

The research aims :

- Identification of the elements of printing design and the possibility of adapting them to keep pace with contemporary trends in the designs of bags.
- Increase the knowledge and technical experience associated with the relationship between material and printed shapes to enrich the aesthetic values of the textile bags.
- Activating the role of the printing design in the promoting of cloth bags and the developing of small industries.
- Innovate some of contemporary printed designs of the textile bags consistent with the tendencies and tastes of consumers.

The research hypotheses:

First: the aesthetic performance of the printing designs in the innovative bags are had high acceptance and attraction.

Second: there are statistical differences between the availability for the artistic values (the evaluation items) of the suggested designs.

Third: there are statistical differences between the acceptance rates of the arbitrators of the suggested designs.

The research methodology:

The current study followed two stages:

- Theoretical studies for Identification the information related to textile bags, printing design and silk screen printing techniques.
- Applied procedures to create printing designs of seven textile bags, and evaluate their artistic values by the specialists to determine the best.

The procedural concepts:

Bag: it is additive or tool that accompany the main things and work to increase their impact and the impact of clothing supplements several factors in the design of the most important materials used and the

function to be carried out and the general idea of the model complementary, the aesthetic requirements of cloth bags differ according to nature of the use and change from one season to another (Nadia Khalil - 1998). **Small-Industries:** they are industries have limited activities and can be made by a person or more, and limit costs, and cannot compete with regular commercial markets (Eman Ghozzy; 2004).

Decorative Design: design is the whole process of planning to create a way that bring pleasure and satisfy the need of human utilitarian and aesthetically at the same time (Ismail Shawky; 2001), decorative design is a translation to the subject of the meaningful idea related to connection means of implementation and has artistic valuable (Thuraya Nasr; 2002).

Manual Printing: printing is a localized colouring within the limits of the decoration or design to be carried out through expressive media known as printing methods. Hand printing is the most practiced method in the educational field for its ease of performance and low cost (Ibrahim Marzouk - 2003).

Screen printing: it is a process accomplished a stencil method of print making in which a design is imposed on a screen of polyester or other fine mesh, with blank areas coated with an impermeable substance. Ink is forced into the mesh openings by the fill blade or squeegee and onto the printing surface during the squeegee stroke. As the screen rebounds away from the substrate the ink remains on the substrate, a separate screen is prepared for each color in the design [Clarke W.; 2004].

Pigment colours: pigment colours are the most important colours on the global level, the printing by the pigment is one of the simplest, the oldest and easy ways to apply, as its use does not require the color ability of the type of material, but the fixation depends on the binder which makes the color one used in the coloring of many raw materials, of one type or mixture, such as cotton / polyester fabrics, for example, which can be printed using one color of the pigment colours (Ali El-Side; 2003).

Literature review:

The printing design has an enormous aesthetical values can enrich the textile accessories production recent years, the bag industry is considered one of the important arts that be closely affected by

continued change factors thereby making it permanently subject to the development and innovation for contemporary styles.

The design process is not limited to mere visualization, but it must be embodied in order to become a concrete work in its final form (Norman, P; 1971).

The bag pattern differ from age to age and according to the civilization features of the community, There is possibility of diversity and renewal in the form of a bag in line with the current fashion requirements (Rasha Abbass, Naglaa Mohammed; 2012).

The textile bag industry is consider one of the small industries which can be made by a person or more using limited costs and have large flexibility with the market conditions (Eman Ghozzy; 2004).

It is noticeable from the previous studies that there not enough studies related to textile bags, in addition to neglecting the aesthetic role of printing in decorating them, so the current study is concerned by take advantage of multi-possibilities and limited cost of manual print by silk-screen in the artistic treatment for different types of the textile bags.

Design:

Design is artistic formulation based on the principles and rules of aesthetic to perform a specific functional purpose, designers must have the ability to inspire collections, trends, and styles with a deep understanding of the technical aspects of production to create vision of what a finished textile product will look like {Jackson, Lesley; 2002}.

The design has a group of the procedural steps that have been taken towards finding a solutions to the problem of a particular design (Ismail Shawky; 2001), we can suit the design to the aesthetic we want, where the aesthetic properties are produced from the relation between design elements: style, colour, decorate, lustre, and texture surface {Myra Daridsom; 1993}, design elements are the initial simple vocabulary of the designer to articulate his ideas clearly, they are used combined to create the art design. **The principles of design:**

The principles of design describe the ways for using the elements through putting elements together and organizing parts among them in integrated work and aesthetic systems (Gatto, J. A.; 1971)

Emphasis is the part of the design that catches the viewer's attention, this part could be different in size, colour, texture, shape, etc.

Movement is the path the viewer's eye takes through the work of art, often to focal areas. Such movement can be directed along lines, edges, shape, and colour within the work of art.

Variety is the use of several elements of design to guide the viewer's eye through and around the work of art {Wilson J.; 2001}.

Balance is the distribution of the visual weight of objects, colours, texture, and space, to make a design feel stable.

Rhythm is created when one or more elements of design are used repeatedly to create a feeling of organized movement (Bevlin Marjorie; 1970).

Unity is the harmony between all parts of the work, which creates a sense of completeness {Lidwell, William; Kritina Holden, Jill Butler; 2010}.

Printing:

The textile printing technical is a subject of a constant search, it is method of colouring some areas of fabrics differently to others by using dyes, pigments and paints all tend to be termed as printing although, in fact, some of these are not strictly printing but rather dyeing and coloring techniques.

The appearance of a colored textile is affected by several different elements: the base fabric on which the pattern is made, the design and the way the unit repeat of this is repeated across the fabric, the types of dyestuffs applied and the way these are applied, colour is the expression tool of the artist and usually uses the word colour intended by the materials used in the colouring on the surfaces of forms where the shape recognizes nature as a colour (Bodo W. Jaxthelmer; 1985).

Materials and Methods:

Experimental methods were taken as follows:

1- Seven types of textile bags that serve a various purposes were proposed (women's work bag - bag for baby belongings - women's bag for occasions - bag for shopping - sport bag - handbag for girls - girl's bag for out).

2- Selecting of five types of textile materials that are distinguished by their durability and elasticity. They are different in terms of the nature of the surface and the concrete features (Jeans dark brown - Jabrden white - Shamuzette black - Linen off-white - Plush olive green).

3- Identifying the beauty aspects of the required decorative elements (units, colors, textures, spaces, style) and reconstructing and refining them in line with the idea of working to achieve the highest level of harmony.

4- Formulation of the proposed designs by hand printing methods of silk screen and using the pigment colours and the prominent printing pastes to give aesthetic effects.

The printed designs:



Design (1): Women's work bag, medium size of Jeans dark brown, Printed shapes (written and decorative units, prominent shades: orange, off-white).



Design (2): Bag for Baby belongings, Jabrden white, Printed shapes (drawings for children and landscapes, prominent shades: red, green, brown, black, gray).



Design (3): Women's bag for occasions, shamuzette black, Printed shape (decorative forms, prominent shades: yellow, green, pink, white).



Design (4): large bag for shopping of shamuzette black, Printed shape (decorative units from nature, prominent shades: green, violet, pink).



Design (5): Sport bag of shamuzette black, Printed shape (decoration of a mythical bird, prominent white colour).



Design (6): Handbag for girls, medium size of linen off-white, Printed shape (decorative units, Pigment colours: blue, red, yellow).



Design (7): Small girl's bag for out of plush olive green, Poster printed (carton form, Pigment colours: white, orange, blue, yellow, beige, black).

The questionnaire:

The effectiveness of the applied printing designs was checked through ten professors in the specialist faculties (Applied Arts, Helwan University and Home Economics, Menoufia University) using a questionnaire card consist of ten items to validate the research hypotheses as follows:

The questionnaire card

The evaluating items	Available	Available to some extent	Not available
(1) The dynamic rhythm of the shapes			
(2) The homogeneity of colours			
(3) The richness of textures			
(4) The control in the modular unit sizes.			
(5) The balance in the distribution of spaces			
(6) The techniques of implementation.			
(7) The unit between design elements			
(8) Innovative and Originality style			
(9) Contemporary and Resistance to changes			
(10) The individual and excellence			

Results and discussions:

The questionnaire results were treated statistically to find out the availability ratios of the evaluation items in the printing designs of the applied textile bags, the results were presented in tables (1,2,3) and figures (1,2) as follows:

Table (1): The availability ratios of evaluating items of the applied designs.

Designs		Evaluating items									
		1	2	3	4	5	6	7	8	9	10
D.1	A	9	10	9	9	10	10	9	10	9	9
	B	1		1	1			1		1	1
	C										
D.2	A	9	10	10	9	10	10	10	10	9	10
	B	1			1					1	
	C										
D.3	A	8	9	10	8	9	7	9	8	7	8
	B	2	1		2	1	2	1	2	2	2
	C						1			1	
D.4	A	9	9	10	9	10	8	9	8	9	9
	B	1	1		1		2	1	2	1	1
	C										
D.5	A	8	8	10	9	9	8	9	9	8	8
	B	2	2		1	1	2	1	1	2	2
	C										
D.6	A	8	7	9	8	9	9	9	8	7	8
	B	2	2	1	1	1	1	1	2	2	2
	C		1		1					1	
D.7	A	9	9	9	9	10	8	8	9	8	9
	B	1	1	1	1		1	2	1	1	1
	C						1			1	

A (available), B (available to some extent), C (not available).

Table (2): The percentages of the level (A) of evaluation items.

Designs	Evaluating items									
	1	2	3	4	5	6	7	8	9	10
D.1	90	100	90	90	100	100	90	100	90	90
D.2	90	100	100	90	100	100	100	100	90	100
D.3	80	90	100	80	90	70	90	80	70	80
D.4	90	90	100	90	100	80	90	80	90	90
D.5	80	80	100	90	90	80	90	90	80	80
D.6	80	70	90	80	90	90	90	80	70	80
D.7	90	90	90	90	100	80	80	90	80	90
Total	86	89	96	87	96	86	90	89	81	87

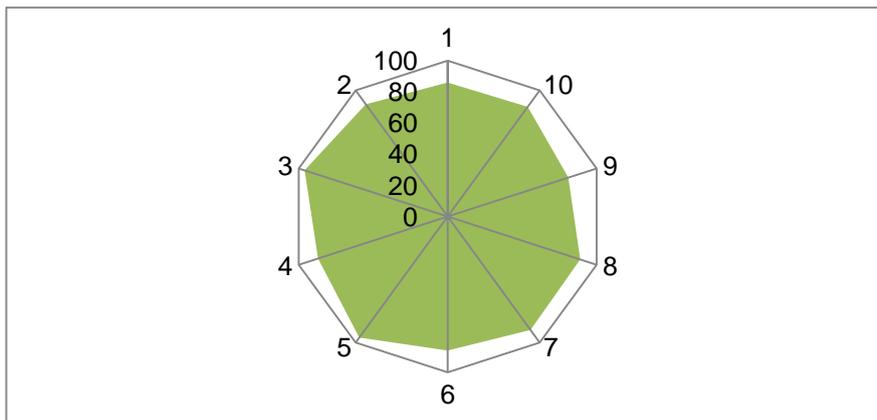


Fig.(1): The percentages of acceptance for level (A) of the evaluation items.

The results presented in tables (1, 2) and figure (1) show that:

- The evaluating items have the high acceptance levels, that achieve the first hypothecc of the study related with the possibility of beneficial from the printing designs to give distinctive aesthetic effects of the applied bags.
- The evaluating items (third and fifth) have the highest percentage of the acceptance (%96), because of the textures and balance in the distribution of colour spaces help in enrich the applied

designs, the evaluating items (second, seven and eight) have high percentages of the acceptance, where the seven item has (%90) and every the second and eight items have (%89), that because of harmony colours, integration between decorative design elements, the innovative style achieve attractions and thrill of artistic design, that achieve the second hypothech of the study.

Table (3): The percentages of available levels of applied designs

Available levels	Designs						
	D.1	D.2	D.3	D.4	D.5	D.6	D.7
A	%94	%97	%83	%90	%86	%82	%88
B	%6	%3	%15	%10	%14	%15	%10
C	-		%2			%3	%2

A (available), B (available to some extent), C (not available).

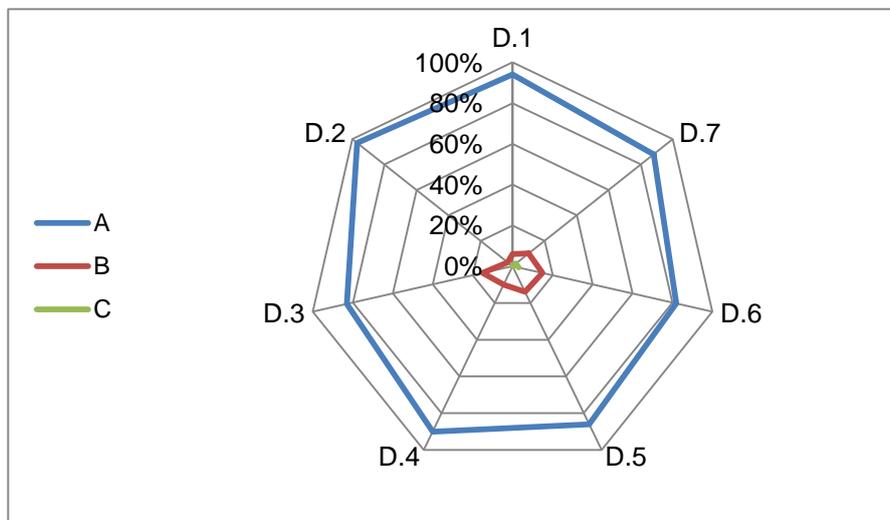


Fig. (2): The percentages of acceptance for the applied designs

The results presented in table (3) and figure (2) show that:

The designs (first, second and fourth) have the high percentages of the acceptance, where the second design (bag for baby belongings) achieved (%97), the first design (women's work bag) achieved (%94), and the

fourth design (bag for shopping) achieved (%90), and this is due to the aesthetic effects of the prominent colours shades as well as they are more effective in supporting the artistic values of the applied bags, this proves health the third hypothec.

Conclusion:

- Effectiveness the printing design in promotion of cloth bags because its enormous psychological effect on the consumer.
- The practical studies indicate to artistic standards of applied designs differ according to design vocabulary and the used printing techniques
- The surface characteristics of fabric can become the focal point in highlighting the aesthetics of the printing design.
- Textures and colour spaces can be adapted to generate varieties and achieve the aesthetic purposes of cloth bags.
- The printed designs are marked by creative visions more effective in supporting the artistic values of the applied cloth bags.
- Cloth bags are an excellent choice for most purposes in addition to the simplicity of their produce techniques and the low cost which suitable for the small industries.

Recommendations:

- ❖ Encourage the spirit of innovation and find the recent trends and non-traditional ideas in printing designs to encourage the initiatives for the small industries of the textile bags, achieve a reliable and modern uses and promote to the domestic products.
- ❖ Support the applied studies and activating the technical capabilities and adapt them to strengthen ergonomics of cloth bags keeping up with developments and changes in global markets and enhance competitiveness.

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فاعلية التصميم الطباعي في دعم القيم الفنية للحقيبة النسيجية

أمل بسيوني عابدين

قسم الملابس و النسيج - كلية الاقتصاد المنزلي- جامعة المنوفية

مخلص البحث:

في السنوات الأخيرة تزايد الاهتمام بالفنون التطبيقية خاصة الصناعات الصغيرة فهي بمثابة بارومتر هام لمدى ما يتسم به السوق من حيوية وحركة و يتوقع لها أن تكون قاطرة للنمو الاقتصادي خلال العقود القادمة، و تعتبر صناعة الحقائب من الفنون الهامة التي تتأثر وثيقا بعوامل التغيير المستمرة مما يجعلها خاضعة بشكل دائم للتطوير والابتكار للحصول على أنماط معاصرة وبأقل التكاليف.

لذا فإن هذه الدراسة تهدف إلي:

الاستفادة من العلاقة المتبادلة بين الخامة والأشكال الطباعية في تقديم بعض الحلول التصميمية للحقائب النسيجية لتلائم مع البيئة الاجتماعية والثقافية المعاصرة إلي جانب تفعيل دور التصميم الطباعي في الترويج للحقائب النسيجية لتحقيق الأهداف التنموية و تعزيز القدرات التنافسية.

حيث عمد البحث إلي اتخاذ نوعين من الإجراءات: الإجراءات النظرية للإطلاع علي الدراسات السابقة ذات الصلة بموضوع البحث، و الإجراءات التطبيقية لإعداد أنماط أبتكارية من التصميمات الطباعية للحقائب النسيجية محل الدراسة كما يلي:

- اقتراح سبعة أنواع من الحقائب النسيجية التي تخدم أغراض مختلفة (حقيبة يد نسائية للعمل – حقيبة لمتعلقات الأطفال المواليد – حقيبة سيدات للمناسبات- حقيبة للتسوق - حقيبة رياضية- حقيبة يد للفتيات - حقيبة أطفال بناتي للخروج).
 - اختيار خمسة أنواع من الخامات النسيجية المتميزة بالمتانة والمرونة و تختلف من حيث طبيعة السطح و السمات الملمسية (قماش جينز بني غامق - قماش جبردين أبيض - قماش شموزيت أسود - قماش كتان بيج فاتح - قماش قطيفة أخضر زيتوني) لعمل الحقائب محل الدراسة.
 - دراسة مقومات التصميمات الطباعية الملائمة للحقائب المقترحة من خلال التعرف علي مظاهر الجمال في العناصر الزخرفية المطلوبة (الوحدات - الألوان – الملامس - المساحات – النمط) وإعادة بنائها و صقلها بما يتماشى مع فكرة العمل للوصول إلى أعلى مستوى من الانسجام ، وإعطاء القوام المرئي المبني.
 - صياغة التصميمات المقترحة باستخدام أساليب الطباعة اليدوية بالشبلونات و باستخدام ملونات البيجمنت و العجائن البارزة لاعطاء تأثيرات لونية و ملمسية مميزة.
 - إعداد استمارة أستبيان للتأكد من صحة الفروض البحثية و مدي فاعلية التصميمات الطباعية المطبقة في إثراء القيم الفنية للحقائب محل الدراسة، حيث تم تقييم بنود الاستمارة من خلال عشرة محكمين من الأساتذة المتخصصين في هذا المجال.
- و قد أظهرت نتائج الدراسة ما يلي:**

- حازت عناصر التقييم علي مستويات قبول عالية ، و حققت بنود التقييم (الثالثة والخامسة) أعلى نسب القبول (٩٦٪) ، حيث يساعد كل من الملامس و المساحات واللونية في إثراء التصاميم الطباعية المطبقة.
 - حصلت التصاميم (الأولى والثانية والرابعة) على أعلى نسب مئوية للقبول ، حيث حقق التصميم الثاني (حقيبة أمتعة الطفل) (٩٧٪) ، وحقق التصميم الأول (حقيبة يد للعمل) (٩٤٪) ، وحقق التصميم الرابع (حقيبة للتسوق) ٩٠٪ ، وهذا يرجع يرجع إلي تميز هذه التصميمات بالرؤى الفنية الأكثر فاعلية في دعم القيم الفنية للحقائب محل الدراسة.
- و أخيرا أوصي البحث بضرورة تفعيل الإمكانيات الفنية والتشكيلية للتصميم الطباعي و تطويعها لتدعيم المنتجات النسيجية، و تشجيع الصناعات الصغيرة بما يواكب الاتجاهات المعاصرة للبيئة و المجتمع .