
CREATIVE INTEGRATION OF VARIOUS PRINTING TECHNIQUES AND THE AESTHETICS OF CONTEMPORARY SAUDI PLASTIC ART TO CREATE PRINTED FASHION DESIGNS

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Abstract

Integration is a system that emphasizes the study of topics related to each other to highlight their relationships that increase clarity and understanding besides it is an intermediate step between the separation of these topics and their full integration. Along with the fact that creativity is an important element to present what is new and renew what is old and given the importance of creative integration because of that the research's idea came up. It presents the use of various effects of various printing techniques which are the way for continuous experimentation through materials, tools and harmonious methods to create new artistic formulations inspired by the aesthetics of contemporary Saudi plastic art fashion designs that are characterized by a degree of intellectual fluency, automatic flexibility and originality. From here, the research problem can be summarized in knowing the benefiting from the creative integration between the various printing techniques and the aesthetics of contemporary Saudi plastic art to create printed fashion designs which enriches the field of textile printing design. Therefore, the research aims to study the various printing techniques and the aesthetics of the Saudi plastic art through the work of some Contemporary Saudi artists, as their art possesses artistic richness as a source for creating printed fashion designs. The research contains technical analysis for each design accompanied by an employment proposal for printed fashion designs. A questionnaire follows, to ensure that the goals of the research are met. Finally, the results of the research, recommendations and references are presented.

Keywords

Integration, Creation, Printing Techniques, Contemporary Saudi Plastic Art, Fashion Design.

Introduction

The field of textile printing is one of the important technical and applied fields full of various technologies through which it is possible to provide utilitarian products with a distinct aesthetic value that greatly contribute to the development of creative thought due to its wide potential, and continuous experimentation with different materials, tools and methods in addition to the diversity of printing surfaces and the combination between different techniques lead to obtaining different visual and color effects, which yields formative values, visual effects and different color relationships that enrich the design field as a factor for the integration of artistic creativity. This research is concerned with making use of creative integration between various printing techniques and the aesthetics of contemporary Saudi plastic art to create printed fashion designs by combining traditional and modern techniques in the field of textile printing and utilizing them functionally and aesthetically in printed fashion designs in order to contribute to its artistic and creative enrichment in a unique and innovative manner through experimentation and innovation, which leads to transfer them to new horizons, dimensions, and

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revealing unfamiliar advanced visions for developing printing designs in form, content and technology, in order to enrich creative fields by applying this in printing studio course (taught at the third level) at the College of Architectural Engineering and Digital Design at Dar Al Uloom University in Riyadh in Kingdom of Saudi Arabia, By using manual printing methods such as stenciling, tie and dye, marbling, as well as digital printing, under the supervision and guidance of the course professor to direct students to create various designs inspired by the works of contemporary Saudi plastic artists'. An exhibition of students' works was held at college's exhibition hall. Then using those designs from the researcher and employing them to create printed fashion designs through suggested employment models with technical analysis for each design.

Materials and Methods

The research follows the descriptive, experimental and statistical approach through: The analytical descriptive approach: by introducing various printing techniques and analyzing the plastic foundations of innovative designs. The experimental approach: On the applied side by addressing the innovative aspect of printed fashion designs derived from contemporary Saudi plastic artists' work and employment models. The statistical approach: To measure the validity of the research hypotheses.

Results and Discussion

- 1- It is possible to combine the features and characteristics of traditional techniques and digital systems in print works to enrich the artistic values through creative integration with both of them.
- 2- Digital systems are considered are very important to creativity in the field of textile printing, due to the methods, techniques and performances of this field that are compatible with this textile printed designs, whose capabilities can be invested in creating extraordinary plastic formulas for contemporary printing works.
- 3- Saudi plastic art is rich with different aesthetic and artistic values that can be added to the field of printed fashion design using various printing techniques.

Conclusion

- 1- Permanent knowledge of technical and technological development which contributes to ease dealing and experimentation then make use of these developments, to create artistic works characterized by creativity and innovation.
- 2- The necessity of research and experimentation in combining traditional and digital techniques as an attempt to invest what has been achieved of artistic and plastic values in the textile printing field.

3- The necessity of artistic cultures and knowledge related to the field of plastic art, which contribute to enriching artistic taste, vision and creativity.

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