

المنتجات النسيجية بين التصميم والتسويق والتطوير للوصول الى قدرة تنافسية محلية وعالمية

Textile products between design, marketing and development to reach local and global competitiveness

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Abstract:

This research provides a model for the design process of an industrial product from the beginning of studies in the field of marketing, design and production, taking into account the other practical aspects of environmental science, aeronomics and communication science. The research was limited to presenting two basic factors, namely, marketing and design, because they played a major role in the design and exit of the product to its final form before being put on the market. The research also presents the role of the designer and the steps he should take to implement the design process successfully. The research clarifies the specifications and the scientific and technical aspects that must be available in the successful designer.

In order to carry out studies in the field of marketing, it is necessary to know and determine the quality of the consumer as well as determine his social class. The real motives of the purchase process are primary motives, secondary selective motives, motives of dealing and emotional and mental motives. The stages of product design include four stages in which the problem is studied, design solutions for the proposed product, evaluation, modification or development.

Textile design is a self-developed art with the technological development that we can reach. It is a major artery for every free economy. It creates an incentive for the demand of the product by the consumer based on the design, the material and the price. The art of textile design carries a high value of cultural, artistic and economic influences in our modern society. Creativity in the design of textiles is a state of the mind of human innovation, which appears to find ideas and methods of extreme novelty and uniqueness to constitute a real addition to the total human production daily.

Creative marketing also depends on the energy, imagination and new ideas that match the age in the marketing of products instead of the traditional methods of marketing and lost its effectiveness in the consumer there are modern methods of marketing must be relied on in the marketing of textile products. We see that the Egyptian decorative elements inspired by the arts and the various heritage with its high aesthetic value and non-recurrent in the countries of the world in addition to the distinctive Egyptian natural produced natural products such as cotton, linen, wool and other raw materials in addition to the skilled labor all these factors do not exist much Of the countries of the world, this is a distinction, but the real problem is in the presence of modern methods of marketing, which promotes the Egyptian product of textiles, which work to achieve a competitive ability worthy of art and raw material Egyptian.

And when the applied arts invented by the human to add the benefit and the function of the performance of things to add value aesthetic love of man and proximity to things used in his daily life and became the application of this method after the great industrial and technological progress in the present time requires the designer to conduct research and scientific studies to produce the product image New, characterized by functional ability and aesthetic touch, especially after the breadth of product marketing and the great scope for competition and promotion and hence the need for design and the need to establish the foundations and assets to become aware of his studies and research, which adhere to the designer Sold and taken for the integration of art and industry, whatever the type of product design and design plays a large role in industrial production and has a key role in small industries and the design of science and beauty is based on the system contains the values of aesthetics but You need special information in multiple fields so that you can understand all the factors that make the design successful and acceptable to the consumer and the word design begins to develop a plan that adapts the mind and does not start drawing or building a work, but this is done after the completion of all studies and research needed for the new product studies In the Marketing, production and design.

The research has reached several conclusions and recommendations as well as the use of Arabic and foreign references.