The benefit of Arabic calligraphy aesthetics to enrich youth's T-shirts printed by the art of typography

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Abstract:

The Arabic calligraphy represents an important element of the Arab heritage and its appearance is related to the rise and spread of Islam, hence the Arabic calligraphy is the art and design of writing, in which the lines numerous and vary according to forms having aesthetic characteristics. The typography considered the science and art of printed elements. It means the printed units which consist of the different printed elements, such as various forms, shapes and uses- letters, different methods of production, in addition to silhouettes and scriptural art. The digital printing is considered the recent type of printing technology, where printing from the computer directly to the printing machine and the computer helps to increase productivity and quality while reducing the cost, time and effort to finish the various printing processes, accordingly, the research problem came in the main question of how to get benefit of the aesthetic values of the *line* and the use of it in making designs by typographic designs to enrich digitally printed shirts. The research aims to produce typographic designs using the Arabic calligraphy aesthetics to enrich and print T-shirts for young using digital printing , determining the specialists and consumers in the proposed designs and executing some of them ,in order to increase the general taste of young people in the selection of their clothes , participating in revival of the Arab Islamic heritage through finding modern clothing alternatives with the spirit of heritage for young people , run parallel to the enormous technological progress in the industry in the production and implementation of clothing, The research followed the descriptive approach to explore the views of both specialists and youth in the use of the aesthetics of the Arabic calligraphy and its use in the construction of typography designs to enrich youth T-shirts and print them digitally, in addition to describing the proposed designs, the applied approach through implementing a selection of the proposed designs to confirm their applicability for implementation. In this context, the researcher did (15) design as practical experiments as follows:

Table (1) Proposed Models and their Descriptions

| Design No (4) | Design No (3) | Design No (2) | Design No (1) |

Design No (8)	Design No (7)	Design No (6)	Design No (5)
Design No (12)	Design No (11)	Design No (10)	Design No (9)
	Design No (15)	Design No (14)	Design No (13)

The proposed designs were shown to 10 "specialized" evaluators to explore their opinions in light of the axes of the evaluation as a whole, and table (2) shows this

Table (2) Average, standard deviations and quality coefficients for design axes implemented according to the opinions of specialists

Evolution items arrangement	Quality factor	standard deviation	Average	Evolution items
1	93.30	2.59	41.98	The suitability of the design items in the proposed youth T-shirts
2	91.06	2.56	40.98	The extent to which digital printing technology is suitable for the production of proposed designs
3	89.81	1.48	40.42	The extent of achievement of artistic principles in the proposed designs
4	88.78	1.89	39.95	Functionality

From Table (2) it is clear that: The best item is the appropriateness of extent of the design elements in the designs of the proposed youth T- shirts, the extent of the appropriate digital

printing technology for the production of the proposed designs, the extent to which the artistic principles of the proposed designs, functionality

The proposed designs were shown to consumers 'youth', (30) males and females in (18-29), to explore their opinions

Table (3) Average, Standard Deviations and Quality coefficient Designs implemented according to the views of youth (target group)

Evaluation items arrangement	Quality cofficient	standard deviation	Average	Design
1	98.33	1.43	88.50	Design1
4	96.44	1.48	86.80	Design2
11	91.89	2.31	82.70	Design3
2	97.00	1.34	87.30	Design4
2	97.00	1.34	87.30	Design5
3	96.56	1.60	86.90	Design6
9	93.00	1.64	83.70	Design7
6	96.00	1.26	86.40	Design8
10	92.89	1.07	83.60	Design9
8	93.33	1.05	84.00	Design10
6	96.00	1.35	86.40	Design11
5	96.11	1.35	86.50	Design12
7	93.89	1.18	84.50	Design13
8	93.56	1.03	84.20	Design14
3	96.56	1.60	86.90	Design15

(3) The best designs implemented in the achievement of designs aspects of evaluation (as a whole), according to youth opinions design (1) and the lowest best designs implemented in the achievement of designs aspects of evaluation (as a whole) is design (3)

the research reached existence of statistical significance differences between the proposed designs (in achieving of the appropriate elements of design in the designs of young people "peers"- achieving the appropriate digital printing technology for the production of designs – achieving the art principles – achieving functional performances in design) , presence of statistical significance differences between the proposed designs in achieving the evaluation aspects (as a whole) , presence of presence of statistical significance differences between evaluation aspects of the proposed designs ''according to evaluators', presence of statistical significance differences between the proposed designs according to opinions of youth   views

of the youth (the target group), presence of correlations between the arrangement of specialists and the arrangement of youth for the executed designs. The research has reached to the possibility of adapting the Arabic calligraphy with its aesthetic values for the production of typographic designs to enrich T-shirts, in addition to the suitability of the digital printing technique with the proposed designs and emphasizing on their aesthetic aspects, achieving the art principles and the functional performance in the designs. The research also found statistically significant differences between the proposed designs in achieving the evaluation aspects (as a whole) and the proposed design evaluation aspects 'according to the opinions of the specialists, also reached to statistically significant differences between the designs implemented according to the opinions of the youth (the target group) and the existence of a correlation between the arrangement of specialists and the arrangement of youth for the proposed designs. Designs number (1), (5), (4) and (15) were implemented that have the highest marks according to the arrangement of specialists, and the implementation was done using the cotton lycra material using direct digital printing technology

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