Design system to benefit from fashion brands in printed designs for ladies' fabrics

Dr. Mona Mohamed Adel Elahas
Part timer doctor in Ahram Canadian University
monaadelnahas_ahmed@yahoo.com

Abstract:

Brand is that identifies and distinguishes companies and products. It gives the right impression. Trademarks are more than logos or marketing languages. They are icons that point to society and reflect its priorities, preferences and values. With the growth of trademarks and increased competition, brands have become the most important and most powerful elements. They inspire the creation of a distinct and clear mental image of the institution, and it makes it easier for the recipient to remember them permanently.

In view of the importance of trademarks and the resulting creative designs, the researcher worked on a design system to take advantage of the technical and structural design of the trademarks and design use to produce a number of innovative designs

The research was divided into several parts, beginning with the definition of research through the introduction, problem, objectives, importance, hypotheses and methodology, and then reviewing the conceptual framework of the research through the work of a design system to explain how to use the trademarks and design them to create designs that enrich the printing of ladies' fabrics. Through the study of the origin and history of the brand and products promoted through which the brand and the countries that spread the brand and the characteristics of the community and technical analysis of the design of the brand by deciphering and analyzing the parts of the mark and study the interdependence between the parts and the pattern of the formulation of the mark and Study the effect of artistic composition on the brand and design solutions and the proposed recruitment until we reach results and guardians.

Keywords: Design System - Brands - printed designs - Ladies' fabrics