

## Achieving aesthetic values for women's clothing using design elements as a language of communication in the era of globalization

**Prof. Afaf Farag Abdel Motelb Shahab**

Spinning, weaving, and Knitting Department, Faculty of Applied Arts, Helwan University.

[afaffarag1999@yahoo.com](mailto:afaffarag1999@yahoo.com)

**Assist. Prof. Dr. Hanaa Kamel Hasan Alseaidy**

Assistant Prof. High Institute for Applied arts. 6 TH October City.

[hanaa1018@hotmail.com](mailto:hanaa1018@hotmail.com)

### Abstract:

Globalization is one of the most important elements affecting the textile, clothing and clothing industry. It has contributed to the dismantling of old entities and alliances. It is one of the most widespread industries in the world and plays an important role in the development of the global economy.

The textile, clothing and clothing industry is considered one of the strategic industries not only in Egypt but also in various countries of the world. For more than 40 years, the industry has faced many challenges that prevented internal and external competition. The government seeks to develop this industry as a vital industry; the government is keen to upgrade the textile sector from cotton, spinning, weaving, dyeing and ready-made garments to reach international standards to meet the needs of the local market and export to foreign markets.

Hence, the research problem can be summarized in the extent to which the design field of women's clothing requires new designs that take into consideration the technical taste and modernity, thus increasing its role in the local and international markets. Therefore, the main objective of the research was to develop the creative aspect of the designer and to direct the attention of designers to use basic elements design.

To introduce more modern trends in the design of women's clothing, taking into account the artistic taste and modernity in the light of global competition. To achieve this goal, the researchers made a number of 14 design ideas using the basic design elements of a point, line and area, as well as the geometric shapes of the square, rectangle and circle. To: Proportionality, interconnection, integration, focus, control, balance, reverb, rhythm, compatibility

The research methodology is based on the experimental and applied methodology and the link between them

The methodology of the research depends on the experimental and applied method and the connection between them. The results show that:

1. The field of clothing, like any other field of plastic arts, needs to be tested and developed for a set of variables that will bring about a new addition that will enrich this art.
2. Conscious study of the steps of innovation design and put it in the appropriate repetition and all the subsequent stages that will help to change, and modify the design using the program (photo shop)

### keywords:

Design, Basics of Design, Fashion Design, Globalization, Aesthetic Values