

## **Developing the creative abilities of students in the field of fashion arts through the creation of printed fashion designs influenced by modern art schools using various printing techniques**

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### **Abstract:**

The art of printed fashion is one of the plastic arts and applies all the technical rules of plastic arts. In the 20th century we find the remarkable relationship between the modern artistic trends and the fashion innovations. This comes from the automaticity of the age. We find that the factors that affect the formative artists from modern art schools and artists Fashion is common, but a fashion artist can not escape from reality to fantasy, but he has to live reality so that he can produce his society and benefit from it around to produce innovative designs that meet the needs of individuals. The fashion industry also plays an important and effective role in the economy of the country in all its circumstances and environment through the export, import and trade movements. This gives the country economic development opportunities. The fashion industry is a proof of the progress of the country and its economy. In developing the national income of the country.

We will be exposed through this event to the extent of the impact of modern art on the design of printed fashion and fashion students and the importance of this relationship and the ability to create creative designs printed inspired by modern art using various printing techniques and display their innovative designs and the ability to compete with international fashion houses where they win that experience The ability to get out of the labor market and the opportunity to start thinking about small projects that contribute to support the country in the current period.

In the research we will discuss the following axes:

- The relationship of fashion design to modern art.
- Provide students with the possibility of creating fashion designs related to the design inspired by modern art.
- Make the student how to implement designs using different printing methods.
- Providing the student with the ability to present design ideas through a fashion show.

### **Keywords:**

developing,creative capabilities, fashion arts

## Introduction

Art plays a major role in improving people's habits. It is one of the tools that gives a person insight into his vision and in his dealings with those around him. It is a tool for liberating the mind, a tool through which important information is transmitted to man, a tool that changes a simple view to a more profound and contemplative view. What diligence we saw in schools Modern art is nothing but a clear statement that proves man's love for the creative process without adhering to preconditions. Therefore, the plurality of schools is a proof of the richness of the truth, which is no longer confined to a single entrance that everyone is bound by, but rather involves plurality, and this plurality is the fruit of the mentality and interest of the age, and what distinguishes art. The talk in the twentieth century of renewal and deviation from the usual rules helped the emergence of multiple schools of art and artists with multiple individualities. The meaning that we are going to discuss here is the extent to which modern art is related to the design of printed uniforms. The art of printed fashion is considered one of the plastic arts and all the existing artistic rules are applied to it from Fine arts. In the twentieth century, we find the remarkable relationship between modern artistic trends and fashion innovations, and this comes from the spontaneity of the age, where we find that the factors that affect art The two artists from modern art schools and fashion artists are common to them, but the fashion artist cannot escape from reality to imagination, but rather has to live with reality so that he can produce for his community and benefit from what is around him to produce innovative designs that meet the needs of individuals, and the fashion industry plays an important role It is effective in the country's economies, regardless of its different conditions and climate, through export, import and trade movements, which provides the country with opportunities for economic development. The fashion industry is a guide to the country's progress and advancement. Therefore, this industry must receive the attention of the state and work on its progress, due to its important role in the development of the country's national income. Through this research, we will be exposed to the extent of the impact of modern art on printed fashion designs and to give fashion learners the importance of this relationship and the ability to create printed fashion designs inspired by modern arts using various printing methods and display their innovative designs and the ability to compete with international fashion houses, where that experience gives them the ability I have to go out to the labor market and give them the opportunity to start thinking about small projects that contribute to supporting the country in the world in the current period.

Therefore, the two researchers in this study focused on the importance of linking uniform design and printing design, influenced by modern technical schools, using various printing techniques, as an agitator for students' creativity while teaching printed fashion applications through the subject of clothing design, so that the printed design is integrated with the design of the executed uniform.

## Research problem:

- 1 -Exposing the relationship between schools of modern art and printed fashion design.
- 2 -Providing the student with the ability to use various printing techniques and developing his creative sense while conducting practical applications in the implementation of costume design.
- 3 -The necessity of linking the student to the labor market and qualifying him to work on independent projects, which helps to increase the country's national income.

4 -Providing the student with the ability to build the costume design on the basis of the typographic design in an innovative way.

5 -Paying attention to Egyptian fashion shows to attract consumer confidence in acquiring Egyptian products and competing with global markets.

### **Research Aims:**

1 .Achieving the relationship between modern art and printed fashion design through the technical analytical study of models of printed fashion designs created by international fashion houses influenced by modern art.

2 .Develop the student's creative abilities in creating printed fashion designs inspired by the works of artists of the schools of modern art, with aesthetic values suitable for contemporary women's fashion.

3 .The combination of uniform design and typographic design using various printing techniques, which leads to the graduation of an outstanding student.

4 .Directing the abilities and thinking of the student to establish his own independent project, which contributes to increasing the national income.

### **Research Hypotheses:**

1 -The influence of printed fashion design art on modern artistic trends.

2 -The possibility of developing the student's abilities to create printed fashion designs using various printing techniques on different materials.

3 -Graduating students who are able to compete in the global market.

4 -Students' ability to do small projects and succeed in the labor market, which leads to an increase in the country's national income.

### **Search Limits:**

Applied limits: the use of various printing techniques such as printing chublon, digital, direct drawing.

Research Methodology:

The research follows the experimental method, which includes description and analysis.

search tools:

Computer, mannequin, digital camera, damour cloth, paper and pens. Cublons and print colors.

### **Results:**

- Modern art is considered a source of creativity and an endless source of ideas for fashion designers, as the designer derives the ideas of his innovative designs according to the inspiration given to him by the source.

- There is a clear relationship and strong interdependence between modern art and its schools and fashion innovators, as fashion art is one of the plastic arts and all the existing technical rules of other plastic arts are applied to it.

- The relationship between modern art and printed fashion has been achieved.

- Develop students' creative abilities to invent printed fashion designs influenced by modern art schools.

- Achieving a competitive advantage through the development of creative ideas for fashion designs that were built on the basis of print design, using various printing techniques on different materials in a harmonious plastic construction, leading to a tangible product that was presented through a fashion show as part of the educational program.

- Develop the student's motivation and desire to develop his creative abilities to invent designs inspired by the schools of modern art, building them based on typographic design to reach designs that have their originality and unique artistic value to compete with the global market in fashion.

- Developing students' abilities and directing them to work on small projects and not to rely on the state to create job opportunities for them, which contributes to increasing the country's national income.

### Recommendations:

- Develop the educational philosophy so that it can be constructive. Whenever governments are able to implement the hopes of an ancient people, they look to new horizons in the light of a developed policy that leads them to achieve their ambitions and goals, as education in any society is the foundation and mastermind of all nations, as it works to raise a generation or generations on the basis of knowledge, culture and civilization.

- Developing the method of education by creating a generation of young people to prepare them for the twenty-first century in an educational style that aims at a culture of creativity and innovation, and we have to go beyond education for exams to education for life and possess the basics needed by the twenty-first century from the means of technology, creativity and innovation so that we can be distinguished between countries and achieve exclusivity and privacy.

- Paying attention to the Egyptian fashion shows, especially the fashion shows for training students in colleges and institutes because of its necessity to develop competitiveness and build relationships with the community in addition to promoting products.

- Encouraging and financing Egyptian designers to do independent projects, which helps to increase the national income.

- Urging art halls and exhibitions to contain artworks and fashion shows related to the applications and creations of emerging fashion designers.

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