

Aesthetic values of the letters of the ancient Egyptian calligraphy and the Predicate calligraphy in new print formulations (Comparative Study)

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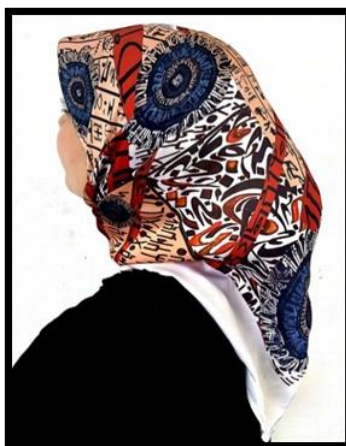
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Abstract

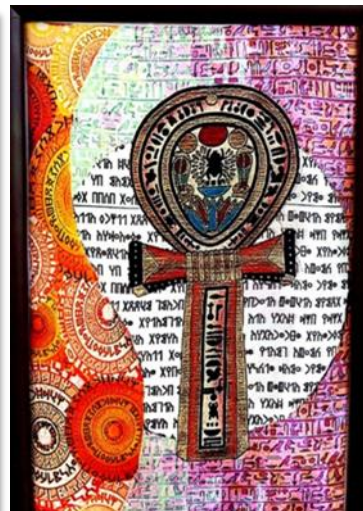
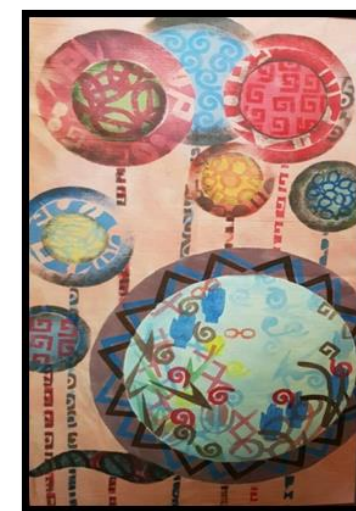
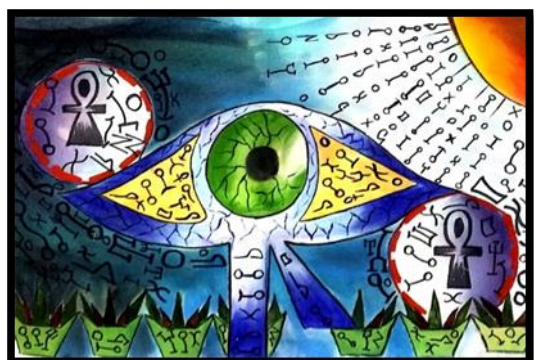
The Egyptian calligraphy and the Predicate calligraphy are among the oldest used in human civilizations, each of which has many formal and phonological characteristics. The ancient Egyptian calligraphy represents the writing system and the decorative art used in ancient Egypt and is characterized by (hieroglyphic - hieratic - demotic) and descended from the hieroglyphic line - the first Sinai font - from which all the writing systems in the world, whether remaining or outdated. On top of them are ancient Greek, Coptic and then Roman, writing European languages. Predicate calligraphy is one of the types of Southern Arabic writing, and its letters consist of abstract lines and straight and soft to form different geometric and organic relations. The use of this line ceased in the seventh century after the emergence of the Islamic era. The practicing artist and owners of artistic crafts and Arab and Egyptian fashion houses must direct attention to the ancient Arab cultural heritage, especially the lines and symbols of the old languages, while reformulating them in new artistic configurations that reflect the colors of reality and the shades of modernity. The aim of this research is to take advantage of the voluntary modulation and flexibility of the ancient Egyptian calligraphy and the assigned calligraphy in forming many innovative artistic designs and printing them by combining some different printing methods - such as direct drawing, stencils, and thermal transfer - on the surfaces of (fabrics, wood, plastic, and cork) to carry out artistic and functional works. Numerous (lighting units, clothes, furniture, hangings, covers for books and notebooks). In an attempt to achieve new artistic entry points that enrich the field of textile printing, and contribute to the dyeing of the ancient Arab heritage dye modernity and revival in contemporary clothing that helps spread among the cultures of the modern world. The researcher applied the research experience to (15) students at the first level of the diploma in the Department of Art Education, Faculty of Specific Education - Mansoura University -The second semester period for the academic year 2018 - 2019.

Key words:

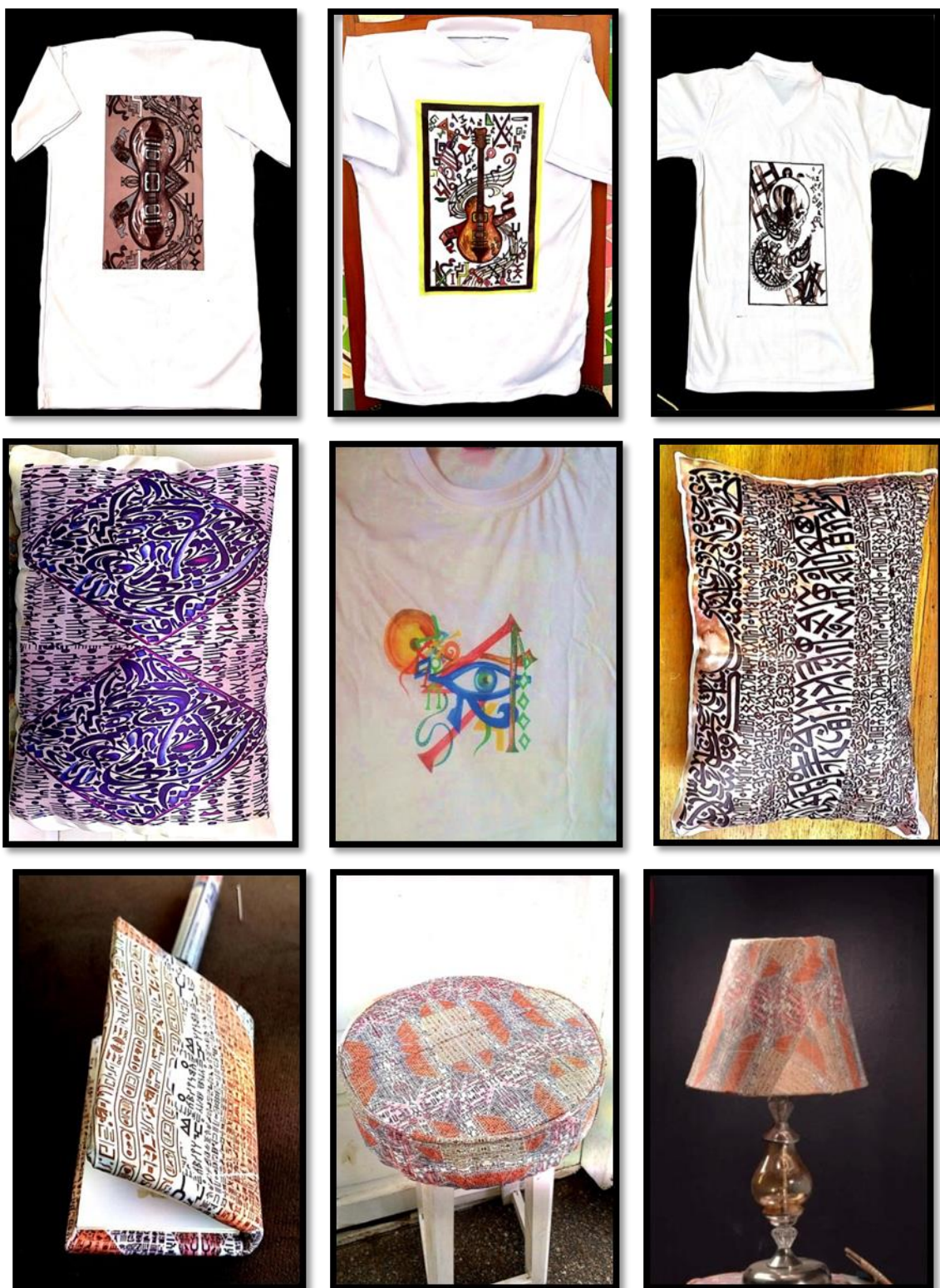
Ancient Egyptian calligraphy, predicate calligraphy, thermal transfer printing.



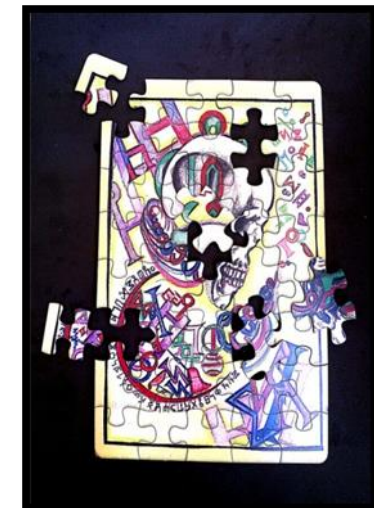
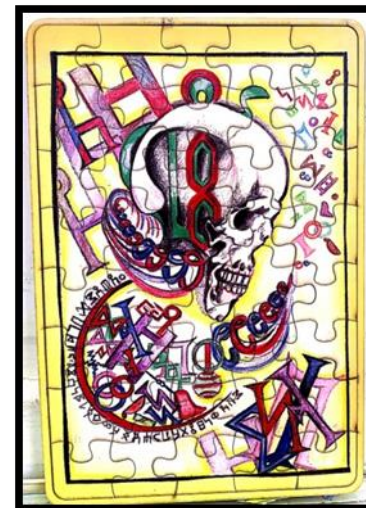
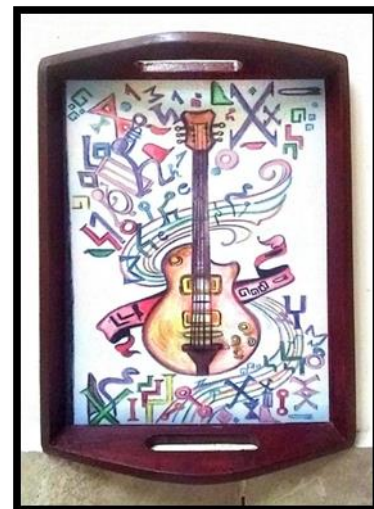
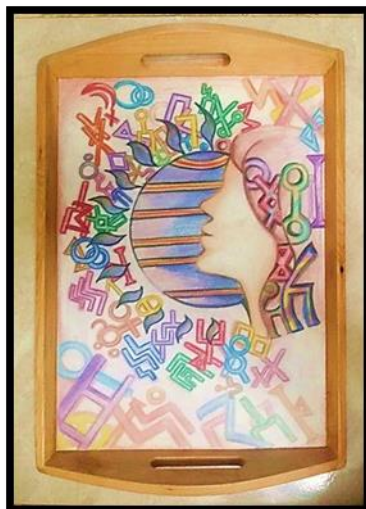
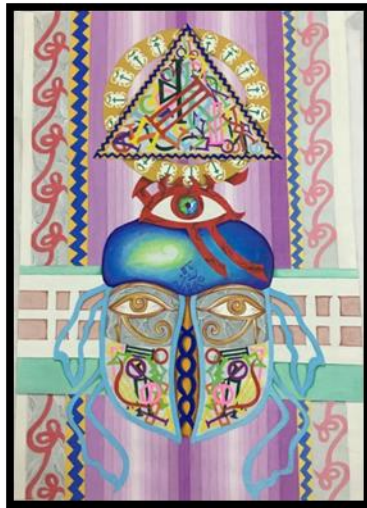
Artwork printed in heat transfer on a fabric surface as an experiment for students



. Paintings printed in the style of (heat transfer - direct drawing - stencil) on the fabric surface as an experiment for students



Artwork printed in heat transfer on a fabric surface as an experiment for students



Paintings printed in the style of (heat transfer - direct drawing - stencil) on the fabric surface as an experiment for students

Findings and recommendations

First: The results:

-The ancient Egyptian calligraphy and the Predicate calligraphy have distinct and renewable formative capabilities, which can be used to enrich the surfaces of various materials, to implement new and varied uses of formulations.

-Take advantage of manual and digital typographic methods to implement new formulas that entrench ancient cultural heritage and revive it in a contemporary artistic framework.

Second: Recommendations:

-Introducing new artistic entries for teaching hand print by combining the fine values of the letters of the calligraphic and the ancient Egyptian calligraphy, ... and other lines and writings of ancient civilizations in new printing products.

Researchers and scholars have investigated the accuracy to reach the time period for the origin of writing and its original homeland, where the researcher noticed the variation and difference of times in more than one reference on the beginning of writing in general and ancient Egyptian writing in particular, which led to the current research taking more than a year to see many different references to investigate precision as possible.

-Establishing an international Arab cooperation organization whose members are scientists and researchers to search and study carefully the history of ancient civilizations and their writings, and their original homeland from which they moved to the world. - Given the intolerance of some researchers to their original homeland - which led to their genealogy of the origins of writing to their country and its transfer from their homeland to the world, and therefore more than one homeland for the origin of writing was found in various historical references (Yemen - Iraq – Egypt).

-Executing the typographic formulas for the letters of the ancient Egyptian calligraphy and the calligraphic script on various raw materials surfaces to implement artistic works suitable for the tourism field.

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