

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

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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the hieroglyphic line - the first Sinai font - from which all the writing systems in the world, whether remaining or outdated.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 and 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.