

The kinetic rhythm of the calligraphic line as an aesthetic vision in the design and modelling on the dress-stand

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Research Summary

The creative designer has the ability to discover many distinct sources in addition to the ability to adapt and rewrite again with the aim of producing a distinctive artwork that crystallizes the style of the designer and the design coin. All elements of design, such as line, color, raw material and shape, are contributing to the general design of the clothes. The line is the first, easy and fast way for the designer to see plastic ideas. The beauty of the design is through the relationship between the lines and their connection to each other.

The calligraphic font is considered one of the visual arts that specializes in beautifying the scriptural letters and decorating them in unusual geometric shapes and bringing them out in a beautiful and expressive way. It is the art of drawing with the free expression of the word and the image. Printers and special tools are used to produce calligraphic art.

Today, the calligraphic font is included in many artistic fields, as well as in the artistic and advertising field as one of the most beautiful artistic paintings in design and drawing, Arabic calligraphy is considered one of the most beautiful and ancient artistic paintings, and the one who uses this art must understand regarding the form and content.

Whereas, the art of design and formation on the mannequin depends mainly on the lines and how they are distributed on the body in proportions and dimensions that are compatible with the form and size of the mannequin, as it depends on the capabilities of the artist or the person performing the design and shaping process on the mannequin, it is a formative style that belongs to the plastic arts and is classified with it, it also needs to a high degree of imagination. So that the designer can transform the lines and drawings in which he/she puts a summary of the ideas and experiences of art that he draws from the sources of his inspiration, so that the lines, shapes, colors, and fabric unite and merge with each other within one design, as the beauty of each element depends on the link between it and the other elements in addition to the good use of the designer to each Parcel, all of these are elements that should be taken into consideration.

The Arab calligraphy art is considered one of the most beautiful and ancient artistic paintings, as it requires permanent renewal as if it is a stand-alone world, and that the art of design and formation on the manikan depends mainly on the lines and their distribution on the size of the body in proportions and dimensions that suit the shape and measurement of the mannequin, hence the importance of linking the calligraphy. Designer specialized in clothes and textiles who takes advantage of aesthetics of calligraphy in fashion designing for the evening, by studying a detailed study starting with its history to its current state, and knowing its directions, originality and culture, and understanding the meanings of its forms and symbols, so as to

design fashion in a style of design and shaping on the manikan inspired by the aesthetics, strength, boldness and freedom of this art.

In light of this, the research problem can be formulated in the following questions:

- 1- What is the possibility of benefiting from the aesthetics of the calligraphic font as a design item that achieves new creative approaches?
- 2- What is the possibility of proposing designs inspired by the kinetic rhythm of the calligraphic font, executed in the manner of design and composition on the mannequin?
- 3- What is the possibility of adapting the Arabic letters in building designs in calligraphic script to enrich the designer and problematic fashions on the mannequin?
- 4- What are the opinions of specialists in the proposed designs?
- 5- What is the degree of consumables acceptance of executed designs?

The research aims:

- 1- Exposing the technical dimensions of the formative configurations in the calligraphic line as a design item that achieves new creative approaches.
- 2- Trying to present a design vision inspired by the kinetic rhythm of the calligraphic font, executed in the style of design and composition on the mannequin.
- 3- Providing new design experiences for the two researchers through merging between the kinematic rhythm of the calligraphic font and the Arabic letters and implementing them in the manner of design and formation on the mannequin.
- 4- Measuring the opinions of specialists in the proposed designs.
- 5- Measuring the opinions of female consumers on the implemented designs.

The research importance:

- 1- The current research is considered a new introduction to formulating the formal relations of the calligraphic line with a contemporary artistic vision in the field of fashion.
- 2- Enriching the fashion designer's thinking and fashion on the mannequin using heritage items.
- 3- Emphasizing the Arab identity by sticking to the aesthetics of the calligraphic line in its use in the field of design and composition on the mannequin.
- 4- The present research encourages the use of kinematic rhythm as a formative value that gives innovative configurations as decorative units.

Research Methodology:

The two researchers followed the descriptive approach, including the analytical study, which was to analyze and characterize the types of calligraphic font and the aesthetic values related to it, the applied study through inspiration from the kinematic rhythm of the calligraphy line in presenting design proposals implemented in the style of design and formation on the mannequin.

The search limits:

- The search limits are limited to the following:
- Calligraphy Line.

- Propose a set of designs and choose the best ones for implementation according to the opinions of the arbitrators, regarding the style of design and composition on the mannequin inspired by the calligraphic line.

The most important search results:

- Inspiration from the calligraphic script gave the ability to innovate and harmonize between the letters, which gave a rich design with an inspiration in complete freedom, which achieves the aesthetic view of fashion with an authentic Arab identity.

- The aesthetics of the kinetic rhythm of the calligraphic line can be used to inspire suggested designs that can be formed on the mannequin from the point of view of specialists.

- Designs inspired by the kinematic rhythm of the calligraphic line and executed by the formation method on the mannequin from the point of view of consumers are distinguished for the design with a new modern vision through the adaptation of the various decorative materials to implement the designs.

- The movement and harmony of the lines helped to highlight the aesthetic aspect by using decorative materials, which helped consumers prefer in their choice of executed designs, and they were consistent with their tastes and modern fashion.

- The calligraphic font is characterized by complete overlap and merging between letters and words, until the character of each letter has almost vanished as an independent element in itself. These letters may not constitute significant words, as they may be read occasionally and often they are unread, but they are used because of their symbolism and the beauty of their forms and their artistic composition.

Some of The Products Implemented in The Research

Design (1)



Design (2)



Design (3)



Design (4)



Design (5)



Most important references:

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