

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

**Assist. Prof. Dr. Mona Ibrahim Attia Aldamanhoury**

Assistant Professor, Department of Clothing and Textile , Faculty of Home Economics,  
Al-Azhar University

[Monaaldamanhoury2016.el@azhar.edu.eg](mailto:Monaaldamanhoury2016.el@azhar.edu.eg)

**Assist. Prof. Dr. Susan El-Sayed Ahmed Hegazy**

Assistant Professor, Department of Clothing and Textile , Faculty of Home Economics,  
Al-Azhar University

[Sozanhegazy1759.el@azhar.edu.eg](mailto:Sozanhegazy1759.el@azhar.edu.eg)

### **Abstract:**

The font is the first easy and fast way for the designer to see plastic ideas and the calligraphy fonts specializing in embellishing the written letters and decorating them, hence the idea of research in trying to take advantage of the aesthetics of the calligraphic font as a singular design by the font that owns Creating many added values to enrich the fashion design , and the study aimed to enrich the thought of the fashion designer and shaping on the mannequin, to emphasize the Arab identity by adhering to the aesthetics of the calligraphic line given innovative configurations as decorative units. And employing them with a contemporary artistic vision in the field of women's fashion. Accordingly, twenty designs were proposed that could be used for designing and forming on the manikin, and knowing the opinions of specialists in the proposed designs, with the implementation of a number (5) designs in the style of design and formation on the mannequin, which obtained the highest percentages for the opinions of arbitrators, and then knowing the views of consumers in the designs implemented. One of the most important results of the research was the presence of statistically significant differences between the opinions of specialists and consumers in the proposed and implemented designs, which indicates that the inspiration from the caligraphic line gave the ability to innovation and harmony between letters, which gave a richness to the design that is inspired with complete freedom, which achieves the aesthetic view of fashion with an authentic Arab identity. And that the implemented designs meet the needs of consumers with a new modern vision.

### **Key words:**

kinematic rhythm, calligraphic font, aesthetic vision, Design on The Dress- Stand, Modelling on The Dress- Stand.