

Effectiveness of digital design thinking and the evolution of digital textile printing technology

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Abstract

Design is changing the language of thought and creativity with changes in technological development, and technological changes and developments have occurred in all fields and through these variables, science and design have been clearly mixed to achieve all humanity, and such developments are what have changed thought and can even change the advertising process.

Development and progress are always associated with technology and digital design is one of the most important examples of this development, as it has a very important role in creating a new spirit of human creativity. And a mediator for expression and realization of ideas, and it can be said that digital technology has become a motive and a guide to thinking and creativity, which has changed the creative process. Technology has created new aesthetic values, for each era has its own tools that the designer uses.

The field of applied arts depends largely on quantitative production, which is not changing because of the digital technology that provides the possibility of individual production with an unlimited number of ideas and in a short time, especially in the field of textile printing design, and the importance of digital design becomes clear by saving time and effort with the possibility of change with high flexibility with Availability of multiple alternatives to provide the best results. And because design and creativity are an integrated process of the designer's creativity and a tool to achieve this creativity. Therefore, the research attempts to discuss digital design thinking as an important prelude before studying digital design and addressing the impact of digitization in the field of textile printing.

Keywords:

digital design, digital design thinking, digital printing