

## **Folk artistic creativity with digital collage technology to create designs for printed upholstery fabrics**

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### **Abstract:**

Fine art has been trending since the early nineteenth century until today to create many artistic works of aesthetic in a new way that challenges artistic traditions. These works were so effective that they changed the course of the plastic arts .

Experimentation is an opportunity to learn on the practices of creative thought, and we will rely in our research on experimentation in folk art because of its originality derived from the environment, and it contains symbols associated with history and myth and direct expression of the relationship of life to society in order to achieve artistic creativity by finding innovative formulations and solutions with Renewed relations between the popular plastic elements used and the floor represented in the textile printing surfaces of the upholstery fabrics in order to achieve multiple plastic values such as transparency, color dimension, contrast and color compatibility.

Folk creativity is one of the necessities of the vital activity of man within his society. Therefore, it was inevitable that it should be shaped by its continuous and successive legacies in the features and characteristics of contemporary works of art.

Technological progress in various fields of life have the greatest impact on the plastic arts, which led to the emergence of new patterns of fine art works that carry the spirit of the age, through the integration of science with art and the introduction of computers and modern technological tools and raw materials as auxiliary tools.

### **Key words:**

Folk artistic creativity, digital collage, printed upholstery fabrics.

### **Introduction:**

Modern and contemporary plastic art, since the early nineteenth century until today, has tended to create many works of art of high aesthetic and expressive value in a new way that challenges artistic traditions. Its contents and methods of creation, these works were so effective that they changed the course of the plastic arts and its role and position in the life of the individual and society, which made these artists and their works of art vibrant signs that cannot be overlooked when shedding light on the history of creativity in the fine arts.

With the emergence of the Impressionist artists after the mid-nineteenth century, the issue of artistic creativity became clearer, and artistic groups and pioneer artists began to emerge, and intellectual opinions pushed towards a new change in the paths of fine arts, and plastic arts in the Arab world made great progress during the second half of the twentieth century. And it witnessed the emergence of many Arab artists, and they became pioneers of the contemporary plastic arts movement, whether in their countries or at the level of the Arab world. Subsequent technical.

The problem of artistic creativity is considered one of the deepest problems, as it is related to the buried works of the artist, from which his artistic work emerged. The creative act or expression is a prerequisite for artistic appreciation, and it is the focus of the relationship between the creator and the recipient.

Experimentation is an opportunity to learn about the practices of creative thought because it provides opportunities to change and animate the shape, and reorganize and arrange it in new ways and in different materials that reflect new connotations and meanings. The myth and the direct expression of the relationship of life with society, leading to the achievement of artistic creativity through finding innovative formulations and solutions with renewed relationships between the popular plastic elements used and the ground represented in the textile surfaces of one-piece fabrics in order to achieve multiple plastic values such as transparency, color dimension, contrast and color compatibility.

Folk creativity, in its reality, is one of the necessities of the vital activity of man within his society. Therefore, it was inevitable that with its continuous influences and successive legacies, it constitutes an important and influential role in the features and characteristics of contemporary artistic works. In the various fields of original expression and then employing them again scientifically and artistically in the fields of modern expression and its contemporary means.

Technological progress and the continuous technological revolution in various fields of life have the greatest impact on the plastic arts, which led to the emergence of new patterns of plastic artworks that carry the spirit of the age, through the integration of science with art and the introduction of computers and modern technological tools and raw materials as auxiliary tools. Artwork is no longer linked to old methods and techniques such as brushes and colours. Rather, the producers of this art have gone beyond those traditional methods of drawing towards practice in the language of the age, which modern technology offers in computer drawing programs. Thus, the work of the contemporary artist and through the use of technology to translate the culture of the age.

Research problem:

The research problem is determined by the following two questions:

- How can we benefit from the plastic values of folk art in creating innovative formulations for the design of upholstery fabrics (one piece)?
- How can computer programs be used to obtain non-traditional print designs for upholstery fabrics (one piece) based on the collage technique?

research importance:

- Providing students in the fields of plastic art and design with the reciprocal links between artistic creativity and design.
- The research is concerned with artistic creativity and linking it to folk art to present the best design vision and innovative plastic values in the field of textile printing.

Enriching the artistic perspective in the field of textile printing design in general and the design of contemporary furniture fabrics (one piece) in particular through the perspective of collage art.

- Using modern technological means in design and implementation.

research aims:

The current research aims:

- Benefiting from the creative value of folk art in making innovative designs through computer programs.
- Achieving innovative relationships between the multiplicity and diversity of elements used on the printing surface.
- Benefiting from the innovative and creative methods of dealing with the art of digital collage to produce printed textile works in the form of an applied experience for the researcher.

Research Methodology:

The descriptive approach: a study of creativity and the creative value of folk art, collage technique and digital painting to determine their artistic potential.

Experimental approach: in experiments with creating designs using digital collage technology, based on the plastic units of folk art through computer programs.

Research hypotheses:

The research assumes that it can:

- 1- Finding creative formulations to draw inspiration from the digital collage based on the plastic units of folk art, to reach innovative formulations and benefit from them in designs suitable for printing one-piece fabrics
- 2- Benefiting from the various innovative approaches used by the contemporary artist in dealing with the art of collage to produce artworks.

search limits:

The study presents a new plastic approach to artistic creativity, as it takes the art of digital collage and uses some plastic elements of folk art to create designs for one-piece fabrics that may enrich the field of textile printing.

### •Research Results:

- o Integration of popular artistic creativity and collage technique to enrich the field of design.
- o Using collage and digital painting as digital techniques that add aesthetic, expressive and modern design values to enrich digital typographic design.

o The possibility of using the computer as a tool and technology for designing textile printing by using different design programs to produce five designs suitable for fabrics for upholstery (one piece) with their aesthetic employment to complete the vision.

### • Research Recommendations:

- o Interest in preparing more specialized studies concerned with digital technologies in various design fields in general and textile printing design in particular.
- o Providing Arab libraries with technical studies related to artistic creativity to produce designs with a high degree of modernity and innovation.
- o Opening new horizons and experimental entrances to enrich the designs of upholstery fabrics (one piece).
- o Preparing continuous training programs for students of the textile printing department in colleges to practice the design process using digital drawing.

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