

Practical application as a tool to stimulate Creativity skills for Applied Arts students

A case study based on the Faculty of Applied Arts Beni-Suef Uni. First year students at the lectures of Design Principles 1

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Abstract:

Regarding the question concerning the benefit from what we study and what is the reason for , with the belief that much of what is taught is only for credit hour consumption, which is the problem of the research, an experiment was conducted on about 65 students in the lectures of Design principles 1 , representing about half of the first year students of the Faculty of Applied Arts, Beni-Suef University for the year 2021/2022, seeking to prove that it is possible to provoke the innovation skills of these students , when using some of what was taught to implement a real, tangible product, which is the goal of the research. Two optical illusion models were selected to be printed on a sweatshirt to be worn at the evaluation . The concept of Transfer printing, kinds of printing films and the used machine and how to deal with was defined at the college lab.

The students were not so enthusiastic at first, they changed their mind after seeing the production samples of the sweatshirt with beautiful ,elegant designs, which encouraged them to innovate many design derivatives from the original shapes , they began to compete who could reach the more beautiful ,distinctive design, one of them used the white color to print the inverse of the original shape on a black-colored sweatshirt, the other printed a matching hijab with what she is going to wear during the evaluation ... etc.

Keywords:

Transfer printing ,Optical illusion, Printing films, Innovation