

Effective use of digital technology and employing its capabilities in achieving artistic values in decorative design

Assist. Prof. Dr. Riham Mosad Shalaby

Assistant Professor at the Higher Institute of Applied Arts - Fifth Settlement

rehamshalaby2017@hotmail.com

Abstract:

The research aims to investigate the effectiveness of using digital technology and to employ its capabilities in achieving artistic values in decorative design, as technology has become the basis for the artist to support his creative and innovative capabilities, by adapting computer software not only in the field of design, but also in the field of implementation because of the possibilities provided by technology. Of an interactive nature between the innovative and productive process, and high flexibility, and dealing with the design process variables.

The research concluded that The digital technology can be used and its capabilities can be used to achieve artistic values in decorative design by developing the design formulas used to enrich decorative designs, by combining traditional and novel plastic methods such as construction, assembly and mating between materials, and preserving the nature of the material from the plastic side. With the diversity of plastic formulas for decorative panels in terms of texture, color, different levels, and the intermarriage of multiple materials, as well as the diversity and change in plastic formulas to build an innovative vocabulary for contemporary decorative panels by making use of designs created using computer software used in digital arts.

With the emphasis that the decorative paintings combine multiple materials to achieve a new expressive and formal vision in terms of using a variety of vocabulary, employing computer software technologies and digital arts, and making use of various techniques to form contemporary decorative paintings for graphic design formulas.

Keywords:

Potency; Use of digital technology; Decorative design