

# design methodology of ceramic tiles in the light of technical variables

## Color and texture design

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### Abstract:

The relationship between the design of ceramic tiles and the rapid technological development; as well as the diversity and richness of available products; has provided the designer with an opportunity for visual replenishment, but at the same time it has made the prospect of preserving the designer's originality and identity a more difficult task, especially in light of the flow of knowledge and visual replenishment.

Therefore; I find it necessary to refer back to the general basics and concepts in the field of ceramic tiles with quantitative production patterns; as the designer needs such foundations as his/her basis to achieve the balance between regeneration and development on one hand; and authenticity and identity on the other hand.

In order to obtain this objective; the construction of this research depends on three main concepts; the first is the gigantic and continuous development in the field of ceramic tiles production; and its relation with the visual appearance of tiles. The second discusses the fundamentals of design in the two dimensions and the determinants of the environmental and usage context. Finally; the third is a methodology for design according to the technical variables and design fundamentals through applied models that were effectively executed with the students of the ceramics graduation project at the Department of Applied Arts; over nine consecutive graduation classes.

### Keywords:

Keywords: ceramic tile design, design principles, digital printing