

Enriching the visual culture of the textile printing designer through the creative values of the arts Islamic

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Research summary:

The aesthetic artistic expression of Islamic arts represents a vital form in the decorative arts. Islamic arts realize the beauty of things. From this concept, Islamic civilization provided its artists and children with the need for serenity and beauty of the inner spirit and the development of their external visual enjoyment, The research problem includes the need to change the view of the consumer and the owners of ready-made garments printing factories, and the development of the visual culture of the print designer, the consumer, and the factory owners of ready-made garments by making use of the basics of aesthetic artistic expression in Islamic decorative arts, Employing the aesthetics of Islamic arts in the work of contemporary print designs that carry new formal values and achieve excellence and individuality, and study the basic concepts that emphasize the promotion of creativity and link the innovative aspect to the applied aspect in the field of textile printing for ready-made clothes, Design plays an important role in the development of the aesthetic aspect in the life of the individual and the design of the printed uniform is the first source of consumer attraction, The research aims to study the essential characteristics and features that raised the manifestations of Islamic aesthetic art and to reach how to take advantage of the concepts that link the innovative aspect and practical application to obtain print designs for ready-made clothes that carry distinction and individuality and show the extent of benefit from the aesthetic thought of Islamic arts in terms of its decorative vocabulary, Reviving the innovative aspect of the contemporary designer artist to create innovative contemporary print designs that change the external visual enjoyment of the consumer and owners of printing factories and ready-made clothes. The research depends on the descriptive analytical approach with applied study, From the results of the research the researcher proved that the Islamic decorative artworks were distinguished by their individuality, which resulted in the purity and beauty of the inner spirit and the visual enjoyment of the outer, Which helped the researcher to achieve the goal of the research and to know the textile printing designer how to revive his innovative side in obtaining new, contemporary creations for the printing of ready-made garments that help develop the visual culture of producers, factory owners and consumers, And there is a statistically significant relationship between benefiting from the aesthetics of the aesthetic expression of Islamic decorative arts and making innovative print design applications for ready-made garments of an Egyptian character with a distinct individuality and occasion.

Keywords:

The basics of Islamic aesthetic artistic expression - visual culture - innovative contemporary typographic designs that achieve individuality and distinction