Fashion Design for Animation and its Role in Preserving the Folklore

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Abstract:

Heritage in civilization is like the roots in a tree. The more this civilization is preserved from extinction, the more identity and heritage are preserved. Therefore, in this research, we highlight the role of art and fashion design in preserving Egyptian identity. Child identity is not only a psychological construct but also a complex topic for contemporary humanities. This research paper presents how to develop a vision and artistic treatments for designing costumes for cartoons with the use of popular decorations and popular artistic formations, in order to benefit from them in preserving identity, preserving the Egyptian identity among children, and raising the children's sense of knowledge, through the use of the design and shape of the costumes for the cartoon character, which is considered the basic element. Closest to children throughout the day, we will also discuss an analysis of Egyptian folk decorations in order to show the identity of the folk heritage. The research aims to explore how to benefit from fashion design for cartoon characters in preserving identity and popular heritage. The idea of the research helps spread awareness among children to introduce Egyptian identity and Egyptian folk heritage, as well as building cartoon characters that express the essence and personality of the Egyptian person. As well as presenting artistic approaches to fashion design in the field of animation inspired by popular decorations, the results showed the existence of a creative vocabulary for fashion design linked to the folk arts of Nubia, which can be used in designing costumes for animation, which helps preserve the Egyptian popular identity.

Keywords:

Fashion Design, Animation, Identity folklore.