

The Creative Integration of Printing Techniques and Aesthetic Values of Contemporary Saudi Plastic Art in Printed Fashion Designs

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Abstract:

Integration is a system emphasizes the study of topics related to each other to highlight their relationships that increase clarity and understanding, beside creativity presents what is new and renew what is old, due to the importance of creative integration the research idea presents the use of different effects of various printing techniques which are the way for continuous experimentation through materials, tools and harmonious methods to create new artistic formulations of fashion designs inspired by the aesthetics of contemporary Saudi plastic art which characterized by a degree of intellectual fluency, automatic flexibility and originality. From here, the research problem is to get benefits from the creative integration between various printing techniques and aesthetics of contemporary Saudi plastic art to create printed fashion designs that can enrich textile printing field, it aims to study various printing techniques and aesthetics of the Saudi plastic art through some contemporary Saudi artists' works, as their art possesses artistic richness as a source for creating printed fashion designs. The research assumes that it is possible to take advantage of the creative integration between various printing techniques and the aesthetics of contemporary Saudi plastic art to create printed fashion designs using new aesthetic and plastic values that can be added. The research has temporal boundaries: through designing printed fashion designs in our contemporary time that are inspired from contemporary Saudi plastic artists' work, thematic boundaries: it focused on the creative integration between various printing techniques and the aesthetics of contemporary Saudi plastic art to create printed fashion designs, and spatial boundaries: through contemporary Saudi plastic art in Saudi Arabia and fashion designs nowadays. The research contains technical analysis for each design accompanied by an employment proposal for printed fashion designs. A questionnaire follows, to ensure that the goals of the research are met. The research results that it is possible to combine the features and characteristics of traditional techniques and digital systems in print works with artistic values through creative integration with both of them from Saudi plastic art which is rich with different aesthetic and artistic values that can be added to printed fashion design fields using various printing technique, it Using technical and technological development to ease dealing and experimentation to create artistic works characterized by creativity and innovation to achieve artistic and plastic values in the textile printing field.

Keywords:

Integration, Creative design, Textile Printing, - Saudi plastic art, Fashion

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