Reductionism in the Design of International Sports Clubs’ Logos to Create Designs for Printed Sportswear

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Abstract:
Reductionism is one of the most important principles of organizing elements in design, especially the designs of international sports club logos, as it is used in a correct and studied way to emphasize the content of expressive symbolic form. It works to enhance and strengthen the aesthetic and functional elements of sports club logos, and here appears the role of the designer in expressing the idea of design and its content appears. Sports logo are one of the visual means that play an important role in communication, it is the link between the sender and the receiver of the communication message, since they are the club’s identification. The research problem was determined by the possibility benefiting of reductionism in designing logos for international clubs to create new design solutions to enrich the artistic formation entrances in printed sportswear designs. The research’s significance lies in making use of formal reduction in designing logos and employing it to design sportswear in particular. It aims to enrich the field of design through reduction in designing international sports club logos and get use the computer capabilities to design printed sportswear. The research assumes that it is possible to take advantage of reductionism in designing logos for international sports clubs to create new design solutions to enrich the artistic formation entrances in printed sportswear designs. The research limits are divided into objective limits that focus on taking advantage of the reduction in designing international sports club logos to create new design solutions, especially football clubs; and time limits limited to study the international club logos designs and its development from 1878 until the present time and spatial limits through studying international club's logos in more than one country, especially in Europe. The research pursues a descriptive and experimental approach through presentation and description of models of international sports club logos to create new artistic design experiences and analyze them. The results of the research found that it is possible to provide innovative design solutions that enrich the design field through studying international sports clubs' logos and employ them to design printed sportswear. The research recommends the importance of adapting reductionism in the logos of international clubs during the design process to open a new field of designing sportwear.

Keywords: Reductionism, design, logos, international sports clubs' logos, sportswear.

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