A role for design academic institutions in developing clothing appreciation in university female students

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Abstract:
The role of fashion specialization comes as one of the important and distinguished departments in the High Institute of Applied Arts because of its role in developing artistic and clothing taste for students of the department and other departments, through the preparation of seminars and workshops to develop clothing taste for students. In furtherance of this role, the researcher has prepared a guidebook that is an electronic brochure and is being uploaded to the Institute's website. The researcher will update its contents annually to match its contents with the new in the fashion world in a way that suits our societal traditions. The guide includes a simplified view of the general principles of design, women’s body styles, and what suits each style of clothing, the most important successful color schemes for choosing a color-compatible clothing set, and finally how to create a successful clothing plan. The research problem lies in the fact that the research recently noticed the emergence of strange clothing styles about the values of our society and our Egyptian identity worn by university girls. Hence the role of the departments of specialization in developing the beauty and clothing awareness of university girls. The research aims to enhance the role of specialized academic institutions in spreading the culture of clothing taste in a manner that is in harmony with the international fashion lines and directing them to suit customs and traditions. Upgrading the aesthetic sense and developing the clothing taste of university students. The research follows the descriptive analytical method. The research sample consisted of a sample of random students from all disciplines at the High Institute of Applied Arts, the first semester of the academic year (2016-2017) and their number (40) students. The research tools are a questionnaire for students to know their tendencies and attitudes towards their choice of the quality of their clothes. Designing the guide: The researcher presented the guide in the form of an electronic booklet. Among the most important results of the study is the activation of the role of specialized design departments in spreading the culture of clothing taste for university students. The design of the guidebook may raise the degree of clothing awareness of university students. Among the most important recommendations of the research is to increase the number of seminars and prepare more guidelines for spreading the culture of artistic taste.

Keywords:
Academic Institutions, Design, Clothing Appreciation

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