Design system to benefit from fashion brands in printed designs for ladies' fabrics

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Abstract:

Brand is that identifies and distinguishes companies and products. It gives the right impression. Trademarks are more than logos or marketing languages. They are icons that point to society and reflect its priorities, preferences and values. With the growth of trademarks and increased competition, brands have become the most important and most powerful elements. They inspire the creation of a distinct and clear mental image of the institution, and it makes it easier for the recipient to remember them permanently.

In view of the importance of trademarks and the resulting creative designs, the researcher worked on a design system to take advantage of the technical and structural design of the trademarks and design use to produce a number of innovative designs

The research was divided into several parts, beginning with the definition of research through the introduction, problem, objectives, importance, hypotheses and methodology, and then reviewing the conceptual framework of the research through the work of a design system to explain how to use the trademarks and design them to create designs that enrich the printing of ladies' fabrics. Through the study of the origin and history of the brand and products promoted through which the brand and the countries that spread the brand and the characteristics of the community and technical analysis of the design of the brand by deciphering and analyzing the parts of the mark and study the interdependence between the parts and the pattern of the formulation of the mark and Study the effect of artistic composition on the brand and design solutions and the proposed recruitment until we reach results and guardians.

Keywords: Design System, Brands, printed designs, Ladies' fabrics

Introduction

Brand is a brand that identifies and distinguishes companies and products. It gives the right impression. Trademarks are more than logos or marketing languages. They are icons that point to society and reflect its priorities, preferences and values. With the growth and growth of trademarks and increased competition, brands have become one of the most important and most powerful elements. They inspire the creation of a distinct and clear mental image of the institution. It also makes it easier for the recipient to remember them permanently.

Brand design is the development of the brand's visual identity, which is the beginning of the problem in the design of trademarks. The first steps in designing a brand begin by developing an idea that explains the basis of the brand and the development of its future and the creation of a foundation or base for all brand activities. A trademark is a symbol associated with a particular content or idea when it is seen. It brings to mind what this idea is. It is also a unique name or symbol used to distinguish a product from other products by an organization, company or individual with legal protection

The presence of a distinctive personality of the brand involved in the construction of advertising, colors, shapes, to become the largest brand of any product or service. It is necessary that the brand is able to look to the future to determine how to retain the brand in order to face new generations of consumers. A trademark is an optical language that helps to support the consumer's connection to consumers. Wrong who believes that the logo is a trademark or an identity, each logo, identity and brand have different concepts and roles that together form a concrete image of the enterprise, organization. Brand Is the picture

And the impression reflected by the company or the institution as a whole, identity is the visual aspects that form part of the total brands, logo is the mark or symbol that defines the project or institution in its simplest forms.

The design system is one of the innovative ways to take advantage of the structural of various brands and use them in an innovative design, resulting in innovative designs that enrich the printing of ladies' fabrics.

Research problem:

The studies focused on the Brand and using it to use the design of the printed ladies 'fabrics, which leads us to study the aesthetics of the design and construction of the brand through a design system of aesthetic values and innovative values that can be used and inspired by contemporary design methods enrich the field of ladies' Printed.

Research goals:

The research aims at creating an innovative design system inspired by the form and brand building of creative designs for printed ladies' fabrics.

Research importance:

The importance of research is:

1. To strengthen the printing of textiles in new innovative designs of a special nature resulting from an innovative design system for trademarks.

2. Trademarks contain a set of structural foundations that can be exploited to create an innovative design system that can be exploited to create new designs for ladies' fabrics.

Research hypotheses:

The research assumes that:

1. Studying the formal and structural values of some international brands in an analytical and technical manner, resulting in the work of a design system suitable for the work of designs for ladies fabrics.

2. Innovate designs inspired by the formal and constructive values of some brands within an innovative design system that enriches the field of printed ladies' fabric designs.

Research Methodology:

[1] Analytical Descriptive Approach:

The research deals with the study, description and analysis of a selection of trademarks in terms of form and artistic construction to be used in the creation of designs for printed ladies' fabrics.

[2] Experimental Method:

The innovative aspect of the work of experiments, studies and technical and applied solutions to the work of the design system derived from the study.

Search limits:

[1] Time limits:

The period includes the emergence of a number of global brands.

[2] Spatial limits:

The study was conducted on a selection of international brands in most countries of the world. The applied works were done on the fabrics of women in the Arab Republic of Egypt.

[3] Objective Limits:

The objective study includes the morphological and structural values of selected global brands.

Research results:

1. The research presented a design system to employ different brands in printed ladies' fabric designs.

2. Research technical analysis of the design of a number of global brands.

3. Explain the effect of technical formation using graphics programs on the basic features of different brands.

4. The research presented a number of design solutions using the trademarks of contemporary printed designs.

5. The research introduced the design of experimental fabrics for ladies in contemporary clothing models to emphasize the aesthetics and possibilities of aesthetic designs for women's clothing.

Recommendations:

1. To move towards the development of new design strategies and visions in the field of design to create designs that enrich the area of printed ladies' fabrics.

2. The need to encourage studies and research that open up new areas of inspiration and design to create new and innovative designs.

3. Attention to link design with modern technology, each complement the other and lead to a product integrated design and technology.

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