

Heritage and Identity as a resource for the development of creative skills for students of the Department of Textile Printing at the Faculty of Applied Arts

Dr. Noha Ali Radwan Mohamed Soutan

Lecturer in the department of Textile printing, Dyeing and finishing

Faculty of Applied Arts, Beni-Suef University

nohasoutan22@aparts.bsu.edu.eg

nohasoutan22@gmail.com

Abstract

cultural and civilizational heritage of nations is a source of creativity and inspiration in all fields, especially in our country, which has many heritage features of civilizations which enriches the imagination of designers and creators in various fields, And as that is one of the important axes for the preparation of students in the colleges of applied arts specially in textile printing department, So this research deals with the extent to which this value is achieved by students which is the future designers, Hence the problem of research in the question How can the concept of heritage and identity be used as a source of creative development for students through the proposed content of "fashion trends for women textile printing"? The research aims to develop design solutions and set of standards for students in the design process, taking advantage of the cultural heritage and heritage in the realization of designs of a national identity, and studying the impact of a current design syllabus in the creative skills for students of the Department of Textile Printing at the Faculty of Applied Arts. The importance of studying is to develop student's awareness to the value of the heritage and civilizations as a source of inspiration for contemporary creative ideas with aesthetics of national identity in the design of textile printing, also to the development of educational content of the design courses in the department to raise the efficiency of graduated students. An analytical and applied approach by analysis of the three design axes according to a current teaching syllabus, And applied study by creating textile printing design inspired by the students and the evaluation of the outputs with questionnaires for students' opinions and questionnaires from specialized professors Experiments showed The success of the proposed teaching plan and the obstacles of the educational system of the design to achieve the aim of the research Keywords: Innovation – mode board - Design Education.

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1. : The three design axes needed to prepare the textile printing designer within the curriculum of the course (Fashion trends for ladies fabrics):

The researcher taught the course according to a methodology including three axes:

- (A) Sources of Inspiration.
- (B) Innovation of textile design.
- (C) Application of the design on product.

Each of this axis deals with three stages (theoretical stage - Open discussions stage-practical stage)

2. : Educational tools used

A variety of tools and educational aids have been used to deliver the content (Video tutorial and methods of presentation of the effective content of theoretical - raw materials, contact and museum images as a reference to the distinctive technical features of each civilization and some products available in the markets and related to the design trend and use in the preparation of the mood boards - Digital programs in the preparation of computer-aided designs- Digital printed samples using pc computer- graphic pen-scanner-adobe Photoshop-digital camera-data show)

3. : Educational Activities used:

Identify contemporary and international trends in design and fashion trends, Experimentation and exploration as a basis for developing the creative skills for students of the Department , analyzing the result and objectives of each design stage and the importance of their correlation with the following stages , A set of assignments for students for the three axes of the design, workshop with different specifics to exchange and enrich design experience , A questionnaire for students and Specialized Professors measuring the achievement of the desired goal in each of the three axes of design process.

4. :Artistic Analyzing of some mood boards inspired by the students:

A collection of mood boards were carried out by students in various heritage orientations inspired by ornamental elements of (Islamic art, ancient Egyptian art, African art, Indian art) **Students' questionnaire shows what they benefited in each axis and the best point's percentages were:**

- The ability to identify the basic features of different heritage types 93.3%
- Expertise in textile printing design innovation 96.7 %
- Expertise in Applying of the design to match fashion trend for women fabric in local markets 90 %
- There is difficulties related to the environment, and communicate with specialized institutions in the field of design locally and internationally 90%.

-The Specialized Professors evaluation of each axis for the three axes were:

- (A) Sources of Inspiration: Average score 2.95 the weighted average was 65.7 %.
- (B) Innovation of textile design for local markets Average score 3.07 95 the weighted average was 76.7 %.
- (C) Application of the design on product Average score 3.11 the weighted average was 77.9 %

5. :Results

After the practical application of the course, a set of results were analyzed by A questionnaire for students and Specialized Professors measuring the achievement of the desired goal in each of the three axes of design process by eleven professors in design from the Faculty of Applied Arts, Helwan University to evaluate the extent of their use of the educational content of the

three design axes of the course .A set of criteria have been derived as a guide for students in design solutions Which reflect the results :

- 1- The need to communicate with specialized institutions in the field of design locally and internationally.
- 2- Cooperation between students of the department and the different disciplines contributes to the development of creative aspects and develop the innovative ability of students.
- 3- The development of design courses in the department needs to facilitate students' access to foreign expertise and international fashion houses in design materials in the department to contribute to the upgrading of designs inspired by heritage elements that carry the national identity to put them in the level of global competition
- 4-The difficulties related to the environment affect in students level of performance so there is a need for more researches which focus on those difficulties.
- 5- The course achieved good result in providing students with the ability to create modern designs inspired by elements of the diverse heritage that suits with local markets.

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