

The integration of Hieroglyphic symbols and design elements as a source for the design of organic cotton sportswear"

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Abstract:

In recent years, various fields in the world have been striving for sustainable development, and environmental protection has become a top priority, so fashion designers seek sustainable design to activate the positive impact of the environment, promote green design concepts using environmentally friendly materials, and reshape the contemporary and innovative design scene. Cotton accounts for nearly a third of the fibers used in the global production of clothing and other textiles. With consumers becoming more aware of the importance of sustainability, the search for environmentally friendly cotton, clothing choices are becoming increasingly more important, making humanity move towards organic cotton.

Hieroglyphs always refer to the archaeological inscriptions and motifs of the ancient Egyptian civilization, which due to its nature was considered a writing system since ancient times and at the same time a beautiful decorative art, just like Arabic calligraphy. The basics and elements of design depend mainly on balance, movement and rhythm, which are among the basic things that must be studied when designing a specific thing.

The purpose of the research: designing men's sportswear made of innovative organic cotton material that carries with it the Egyptian identity by merging the elements of design with hieroglyphic symbols as a source of inspiration for designs, practical application: 4 design models and each model includes separately a- the inspiration story, b- A design to combine hieroglyphs and design principles (source of inspiration), C-3 designs for men's sportswear from organic cotton, the total practical application of the research contains 4 stories of inspiration and 4 designs for combination (source of inspiration) and 12 designs for men's sportswear from organic cotton inspired by The integration of The designs were built according to two axes: the first axis is "innovative and appropriateness of the design with the Egyptian identity", the second axis is "the extent to which the designs are compatible with the material" and ensuring the extent of honesty and stability of the axes and conducting a questionnaire for the extent to which the axes are achieved by the designs and accordingly the implemented design was chosen.

Keywords:

Hieroglyphic symbols; design elements as a source; sportswear design; organic cotton; Egyptian identity.

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