

## Developing a textile printing product by leveraging the aesthetics of African art in contemporary pendant fabric print design

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### Abstract:

African Negro art is full of many technical units that enrich the field of textile printing and because the development of the product is one of the most important trends of the industry currently according to the local and international markets, hence the problem of research Is the presence of the marketing opportunity will lead to the development of the product in general and the product of textile printing design in particular through a thorough study of the development process and international markets and their risks?, And how can African art be used in plastic formulations that keep pace with contemporary thought?. The objectives of the research are determined in identifying the process of developing a textile printing design product and its stages and the most important factors affecting it, studying international markets, their directives and risks, studying African art to benefit from it in creating contemporary printing designs, and the importance of the research includes studying the development of a textile printing design product design, how to address African technical elements and benefit from them in creating designs suitable for printing pendant fabrics. Research Methodology follows the descriptive and experimental approach, and the results are summarized in the use of collage art in its various styles Achieved many aesthetic and visual values in the design of one piece for women's fabrics Through collage, it was possible to create an innovative vision in the design of one-piece printing for women's fabrics that can be applied in clothing and accessories.

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