

Contemporary Formulations of Digital Portrait Art in Women's Clothing Printed Design

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Abstract:

The art of portraiture has a high and important status at the level of arts in general, as the artistic fields of portraiture have varied, whether they include photography, sculpture, ceramics, as well as graphics and other various fields of visual arts. Given the rapid global digital transformation in all fields around us, and the existence of modern journalistic art based on images (such as digital portrait), The spread of the Internet as an interactive means of communication and the ease of communication, the designer's endeavor to keep up with these technological developments around him and how to benefit from them, such as the remarkable development in the art of digital portraiture and the role of interactive design, which in turn characterizes the covers of magazines, both print and digital, which are spread on the Internet. Hence the research problem came to focus on how the portrait exists, its patterns, and its role in the covers of digital magazines to obtain innovative printing designs for women's clothing fabrics. The importance of the research is determined by opening new horizons of design vision through studying the art of digital portraiture in the covers of digital magazines because of its ability to take the lead in the public scene. On digital platforms and benefiting from it in designing and printing women's clothing fabrics, and employing the capabilities of modern technology to create modern printing designs for women's printed fabrics. The research objectives include reviewing and shedding light on the methods of drawing digital portraits for the covers of modern digital magazines and the main portrait styles, and how to benefit from the effect of the mental image provided through the art of digital portraiture, and creating new design formulas using digital portraiture for digital magazine covers, and how to benefit from it and link it to the field of textile printing. The research methodology follows the descriptive analytical method and the experimental method. The results can be summarized as the study emphasized the distance from traditionalism and departure from the norm in the design of textile printing in general and the design of one-piece printing for women's clothing using the art of digital portraiture on digital magazine covers in particular, and that the art of digital portraiture is a rich source with many expressive possibilities and values to benefit from to create a vision. New typography enriches the field. And confirming the effect of the mental image presented through the art of digital portraiture. Therefore, we can obtain innovative designs from the digital portraits found on the covers of digital magazines to the printed one-piece fabrics for women and employ them appropriately and thus benefit from them in the field of textile printing and enrich the field.

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