

Innovative solutions of textile printing designs inspired by Egyptian Identity by using SCAMPER strategy

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Abstract:

The importance of the research comes in affirming the creative role of the designer to enhance cultural identity by affirming the positives of ancient Egyptian art with its qualities and characteristics and enhancing the transmission of the Egyptian identity from one generation to another with renewed visual visions of the design unit in form and content, turning it into a symbolic entity replete with multiple values that do not threaten the Egyptian identity to perish in the current of cultural globalization, but rather reconfigure it to adapt to the present and the future. Therefore, the researcher believes that the effectiveness of SCAMPER strategies can be utilized to reformulate the units and elements of ancient Egyptian art with new and versatile design visions, and to achieve this, the researcher followed the applied approach: Using the SCAMPER strategy of creative thinking to generate new and diverse design ideas that were implemented through the Adobe Photoshop program. At the end of the research, the researcher reached the following results: The possibility of utilizing SCAMPER strategies in enriching the design process of generating versatile applied ideas, and utilizing innovative strategies and creative thinking in the field of applied arts in general and the field of textile printing design in particular, contributes significantly to enriching the design process by exploiting and deepening creative thinking to generate many design ideas for printed textiles that can be used on many printed design products, as discussed in detail in the applied part of the research.

Cultural globalization continues to be a widely debated topic due to its pros and cons. It has opened up new horizons for creativity and innovation, eliminated traditional ways of thinking, and removed barriers between countries, contributing to enhancing civilizational interaction between different nations and bringing about fundamental changes in the patterns of human relations. In light of this rapid change imposed by globalization, the right innovation is the key to success for many textile printing designers to reach a remarkable competitive advantage. (Mandour, B. A., 2024) The SCAMPER strategy has proven its effectiveness as a contemporary design approach, which arose as a reaction to major industrial developments and recurring global conflicts. This trend has led designers to focus on exploring ways to practically apply the principles of innovation in the field of textile print design. Cultural globalization continues to be a widely debated topic due to its pros and cons. It has opened up new horizons for creativity and innovation, eliminated traditional ways of thinking, and removed barriers between countries, contributing to enhancing civilizational interaction between different nations and bringing about fundamental changes in the patterns of human relations. In light of this rapid change imposed by globalization, the right innovation is the key to success for many textile printing designers to reach a remarkable competitive advantage. (Mandour, B. A., 2024) The SCAMPER strategy has proven its effectiveness as a contemporary design approach, which arose as a reaction to major industrial developments and recurring global conflicts. This trend has led designers to focus on exploring ways to practically apply the principles of innovation in the field of textile print design.

Statement of the Problem: -Identifying the steps needed to apply the SCAMPER strategy to generate multiple design ideas and formulate innovative designs with a contemporary character. - How to use the SCAMPER strategy to obtain innovative ideas and solutions that suit the functional purpose, structural and aesthetic form, and express the Egyptian identity in a style that is in line with modern fashion trends.

Research Objectives: -The research aims to use the SCAMPER strategy to formulate innovative designs

and generate design ideas of a contemporary nature in the design of textile printing that express the Egyptian identity. -The research aims to apply the SCAMPER strategy to create print designs that suit the functional, structural and aesthetic purpose and express the Egyptian identity in an innovative way.

Research Significance: -Applying creative thinking strategies through the use of the SCAMPER strategy, which is less used in the field of textile printing, with the aim of enriching the design aspect in this field, and developing a strategy for generating design ideas. - Embedding the Egyptian cultural identity by producing innovative contemporary designs inspired by the ancient Egyptian heritage that suit the functional, formal and aesthetic purpose.

Research Hypothesis: - The research hypothesis is to highlight the importance of applying the SCAMPER strategy in the field of textile print design to promote design innovation and creative thinking. - The research hypothesis is that it is possible to develop print designs with a predominantly Egyptian character and employ them according to their functional, formal and aesthetic purpose, through the application of the SCAMPER strategy.

Research Delimitations: - Objective Limitations: Studying the application of the SCAMPER strategy in creating printed designs that reflect the ancient Egyptian character in a contemporary style with multiple ideas and uses and enhancing cultural identity. - Timeline: The history of ancient Egyptian art in the era of the New Kingdom and the applied study according to the functional, formal and aesthetic purpose in the year 2025. - Spatial limits: Application within the Arab Republic of Egypt

Research Methodology: - Descriptive-Analytical Methodology: Through the descriptive and analytical study of innovative designs by applying the SCAMPER idea generation strategy. - Experimental approach: It deals with the innovative aspect and creative thinking to conduct experiments, technical design solutions and employment proposals in the field of textile printing design that reflects the Egyptian character in a contemporary style.

Research results: 1- Applying creative thinking strategies contributes to enriching the designer's ideas and generating new ideas, which enhances their role in affirming Egyptian identity. 2- The effectiveness of using the SCAMPER strategy in enhancing creative thinking and its role in achieving multiplicity and diversity in design units and configurations, by enriching innovative solutions for textile printing designs inspired by Egyptian identity. 3- The SCAMPER strategy was applied to create (4) design ideas, the ideas of which were generated from the original design, to obtain innovative, diverse, and unconventional design results that express Egyptian identity. 4- A total of (9) applied ideas were developed for innovative designs resulting from the application of the SCAMPER strategy to one-piece designs for women's clothing and printed textile pendant designs.

Recommendations: 1. The researcher recommends applying creative thinking strategies, including the SCAMPER strategy, to design courses in the departments of the Faculties of Applied Arts in general, and the Department of Textile Printing in particular, with the aim of enriching innovative designs and serving as a supportive tool for designers. 2. The necessity of adopting a culture of strategic innovation and design thinking to enhance the competitiveness of printed designs, which helps designers, design firms, and organizations come up with innovative, unconventional ideas that satisfy the tastes of target customers and help penetrate new target markets.

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