

## A Standard Framework for Innovative Thinking in Apparel Print Design

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### Abstract:

Quality and innovation have become essential pillars of successful production processes. This is because the scientific and objective characteristics that characterize and distinguish modern societies are represented by the extent of their innovative achievements in theoretical and applied scientific fields. Innovation is the making of the future because it brings new ideas that create new fields of research and produces new products that generate new demand. It is a driving force for new markets, radically transforming industries and guiding the economy toward unprecedented horizons. The growing interest in innovation did not come from nowhere. Its application areas have expanded, and modern institutions are now encouraged to consolidate and activate a culture of innovation in their business strategies to create sustainable competitive advantage. Therefore, the designer has a pivotal role in designing the product that goes beyond aesthetic design to a high level of quality, and despite the different requirements and needs required for the products. However, there are general requirements that must be met in any product design to achieve design quality. Industrial design combines art, beauty, and creativity to create desirable and attractive products. Design innovations lie in the use of modern materials and technological methods, and in meeting societal needs. To become the design a new pioneer, providing a new experience for products with new standards of beauty such as being creative and attractive through creative thinking and applying the most innovative ideas. Since the design thinking approach has proven itself as a fundamental axis of the innovation process, this is due to the principles upon which the approach is based, which can be applied from launching a new product to designing unforgettable experimental ideas. The design thinking approach offers many activities that we, as companies and individuals, should adopt to contribute to designing the present and future, which will add tangible value to society.

**Research Problem:** The research problem revolves around the gap between scientific practice and theory, the lack of clarity in standard metrics for measuring and evaluating innovations, and the weakness of mechanisms for disseminating a culture of innovation within organizations. This includes: What are the criteria that can be adopted to measure and evaluate innovation in the design of unisex printed clothing, with the aim of creating an innovative experience that enriches the print design of men's and women's clothing?

**Significance of the Research:** 1. An innovative vision based on design thinking to restructure the various stages of print design, enhancing innovation in design outputs and meeting the needs of users in the field of textile print design. 2. Scientific evaluation as a basis for innovation, leveraging technological developments to expand design horizons by creating unique solutions in the field of printed apparel design.

**Research objectives:** 1. To develop a comprehensive framework for evaluating the design quality of a printed clothing product. 2. Achieving a mechanism for successful integration between aesthetics and the authenticity of heritage elements in a contemporary style as a standard for the quality of printed clothing.

**Research hypotheses:** 1. Applying innovative thinking standards contributes to the development of flexible designs capable of providing economic solutions compatible with modern requirements and achieving consumer satisfaction. 2. Using an innovative thinking methodology in textile printing design helps designers achieve the most optimal, innovative, and attractive design. 3. Digital technology contributes to enhancing creativity and innovation in textile designs.

**Research Limits:** 1. Temporal Limits: The age group from 20 to 30 for both men and women. 2. Spatial Limits: Application in the Arab Republic of Egypt. 3. Objective Limits: Design quality standards for unisex clothing printing - the role of innovation standards in enriching textile printing design - the researcher's

design experiences.

**Research Methodology:** 1. Descriptive Method: A descriptive study of innovative thinking criteria to determine design requirements for garment printing, and to develop design standards that achieve product quality. 2. Experimental (Applied) Method: Technical and applied studies of the importance of design criteria in achieving optimal quality, to generate creative design ideas for printed garments. 3. Analytical Method: An analytical study to develop innovative design solutions characterized by originality and modernity.

**Search results:** The above research benefited from the criteria for innovative thinking in creating a set of design ideas, numbering (38) printed designs suitable for both genders, with technical analysis. It also resulted in (29) clothing designs and (19) employment ideas for the creative industry for ideas for innovative products that depend on a more advanced or more effective design to create a real added value to the regular economy to transform into a thought economy that adds something new that is more enjoyable and satisfying to the consumer and competitive.

**Recommendations:** The need to research and develop design ideas for printed clothing that are fluid and contemporary, with flexibility in thinking and design for efficient use, to meet the aesthetic, economic, social, and environmental needs of consumers, and achieve a quality of life for Egyptian citizens.

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### **References:**

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