

## **Taking Advantage of Aesthetic Values of Typography to Create Unisex Print Designs Using Variety of Printing Techniques**

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### **Abstract:**

Typography is one of the essential elements in design, playing a prominent role in enhancing visual identity and adding aesthetic value to products, especially clothing. This research explores how the aesthetic values of typography can be leveraged to create printed designs suitable for both genders. It aims to explore and investigate the aesthetic values of typography and their use in creating printed designs for both genders through various printing techniques. Its significance lies in achieving an innovative artistic vision through the aesthetic values of typography leading to create contemporary clothing suitable for both genders. It assumes that analyzing the use of typography elements such as shape, direction, composition and others can enhance design outcomes and impact consumer perception, it analyzes different printing techniques assessing their advantages and their ability to achieve visual and aesthetic diversity. It is bounded by three key areas: Subjective boundaries through exploring the aesthetic values of typography for creating design clothing fabrics suitable for both gender and analyzing the technical aspects of each design, temporal boundaries focus on evolution of typography across different eras and spatial boundaries in Egypt. Its methodology includes descriptive, analytical, experimental, applied and statistical approaches, incorporating practical experiments in applying typography-inspired designs on various fabrics, ensuring suitability for both genders. Its results emphasize on the importance of balancing aesthetics and functionality in print design. It recommends expanding the use of typography in fashion design and conducting further experimental studies to explore advanced printing techniques.

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