

Aesthetics of pixel art in clothing design for tall youth Ectomorph type

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Abstract:

Recently, the field of ready-made clothes has been witnessing a remarkable development in the study and identification of physical body types, to classify their measurements and the differences between them. Clothing is not only a means of satisfying the aesthetic appearance requirements, yet it must meet certain requirements or needs or functional performance for which it is designed. Studies have proven that physical body type and a person's height are among the most important factors for creating clothing fashion designs. Therefore, it was necessary for fashion designers to study the different body types, so that they can create designs that give the wearer an attractive appearance. This appearance could be achieved by creating designs that fit the body type and the conceal the outer appearance of all or some of the physical problems, in addition to keeping up with fashion trends. Pixel art is one of the digital inspiration sources in the fashion world, which is distinguished by its visual style similar to that of mosaic. Pixel art achieves a moving optical illusion despite the stability of shapes through lines, colors, and shapes. From this standpoint, the research problem lies in the extent to which it is possible to enrich the field of ready-made clothes by innovative designs that are suitable for tall youth Ectomorph type to fulfill their modern requirements and keep up with fashion trends. Therefore, **the research aims** to create designs of casual shirts for youth (25-35) years, with Ectomorph youth type sizes (36-40) and (taller than 180 cm). The designs are inspired by the motifs of Roman art where colors, lines and ornaments were employed through the aesthetics of pixel art, as it gives the appearance of a moderate body type, in terms of reducing the person's height and a plump appearance. The importance of the research is evident in providing the field of ready-made clothes with innovative designs which could be marketed for tall youth Ectomorph type. The designs conceal the outer appearance of the body yet, fashionable and mix the pixel art aesthetics with the Roman art motifs in an innovative vision. **Methodology:** The research follows the descriptive analytical and experimental methodologies. The researchers conducted a survey of 104 participants, 74% of whom are from the age group (25-35) years old. The survey includes 17 questions about youth's shirts and their preferences in terms of (cuts - colors - decorations, their places and size - materials - the reason for buying the shirt.....) Based on the results of the survey, the researchers created (10) innovative casual shirts for Ectomorph youth type (taller than 180 cm). The designs fulfill the requirements of modern youth and contribute to the illusion of the outer appearance of the body in a virtual manner, by using the rules and principles of clothing design in an optimal way. Therefore, designs achieve the appearance of a moderate body type with innovative visions inspired by Roman motifs that are employed through pixel art aesthetics. The researchers prepared two questionnaires, one directed to specialists in the field of ready-made clothes and the other to non-specialists (the youth category field of study). The two questionnaires aim to evaluate the designs and choosing the best techniques that can be used in implementing the decorations of the created designs in terms of achieving the research objective. Based on the statistical analysis of the results of the two questionnaires in the (SPSS) program version (26). The researchers implemented (4) designs that achieved the highest acceptance rate between the two questionnaires. A combination of more than one technique was used to apply motifs on the designs, based on the techniques that achieved the highest acceptance rate between the two questionnaires.

Keywords :

Clothing Design - Men's Shirt - Pixel Art - Body Types - Ectomorph Type - Roman Motifs

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