



The Role of Digital Printing in Promoting Small Projects for Women According to Vision 2020

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Abstract :

Man has known printing since the dawn of history by pressing the shapes to be expressed on clay. I believe that the Chinese were the first to know printing in a live way and used molds engraved with different shapes, from printing molds to produce repetitions. With the successive development of printing, digital printing has spread as a result of the emergence of modern trends in this field. They wanted to use different systems for printing with a digital character, which used color control techniques and thus high printing efficiency and increased color clarity and consistency. Printing is one of the means of development in the modern era and most operations depend on it today. The current research is interested in studying the role of digital printing in promoting small projects for women according to Vision 2030, by shedding light on the concepts and features of digital printing, then studying the development of printing over the ages, and reflecting on the promotion of small projects while highlighting the role of women in them according to Vision 2030

Keywords: Digital printing - Artistic crafts - Vision 2030 - Small projects

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Research problem: The research problem is the possibility of revealing the role of digital printing in promoting small projects and the possibility of revealing the role of digital printing in promoting small projects for women according to Vision 2030⁹

Importance of the research: The research is concerned with the following:

- Saving time and effort through the use of digital printing.
- Producing a large number of printing techniques in a short time.
- Clarifying the role of digital printing in promoting small projects for women according to Vision 2030

Research objective:

The research aims to

- Shedding light on the concepts and features of digital printing.

Research hypothesis:

The research assumes the possibility of revealing the role of digital printing in promoting small projects for women according to Vision 2030.

Previous studies:

1-Study by Hajar Saleh, Muhammad Abdul-Jameed and Nashwa Abdul-Ruf 2023: The study is entitled Using digital printing technology to create printing designs on different materials and employing them in recycling evening wear to achieve sustainability

2-Study by Shadia Salah Hassan 2022 The study is based on taking advantage of some traditional clothing decorations from the southern region of the Kingdom of Saudi Arabia and printing them using digital printing and using the interlocking method to reduce waste to achieve sustainability

3-Wafaa Al-Sayed's study 2021: The study sheds light on digital printing techniques and ways to benefit from them and employ them in the field of clothing industry

4-Mustafa Abdel-Gawad and others' study 2020: The study is based on employing some printing techniques in renewing used clothes

5-Randa Mounir's study 2018: It aimed to employ some printing techniques in renewing used clothes and achieving aesthetic and functional values in renewing used clothes and developing the economic aspect

6-Fatima Al-Saeed Mustafa's study 2018: It aimed to raise the level of applied education and provide simple and modern means to contribute to communicating the message and applying it in the field of designing and implementing printed clothes.

7-Study of Atta Youssef and others 2018: It targeted Japanese printing methods and the materials used in them and benefited from computer programs in processing the effects resulting from Japanese manual printing methods.

8- Shahira Abdel Hadi, 2022, Achieving sustainability in designing children's clothing using patchwork

Introduction:

"The artist is also keen to form multiple groups of vocabulary and see these vocabulary combined in different arrangements, which gives the artist ideas for new images that benefit him in his artistic production (Ross John and Romano Clar"-, 1972, p, 5). Digital printing is what translates the digital system and transfers it to the printing system, which in turn transfers the printing to the materials that will be printed on. The word digital means transferring the digital data stored on the image to the printer, which in turn receives that data and translates it into the image to be printed "(Elamtayoz.com/ar/graphic/digital_printing) Digital printing has many advantages, including

-Advantages of digital printing (Elamtayoz.com/ar/graphic/digital_printing(

-The ability to print any number of copies, as there is no minimum printing limit

-It is characterized by more attractive colors

-It is characterized by fewer technical problems

-Speed in printing, saving time and effort

-The ability to print in different sizes

-Producing many types of prints such as books, magazines and brochures

The use of digital printing is spreading with the emergence of technological progress in the field of computers and publishing, which increases the degree of control over colors and thus the high efficiency of printing and increases the clarity and consistency of colors. Art in general, in light of the modern

technological revolution, "is not devoid of abstraction, but its percentage varies from one art to another. Pharaonic art is more intense than Greek art, while Islamic art is more abstract than both" (Muhammad Hamza, 1997, p. 25).

The formative values of the printed work:

First: The shape in the printed work painting "<https://www.manhal.net/art/s/5261s>)

The shape in the painting consists of a group of integrated and interconnected elements and elements, which are:

A- An empty space surrounded by a general frame whose external shape determines its dimensions and proportions.

B- A group of intertwined, intersecting and intersecting lines drawn in this space.

C- A group of shapes and formations created by these lines and the spaces surrounding them.

D- A group of colors spread over its surface with space.

"The shape may be sufficient as a unit to represent something (real or imaginary) and exists in a space defined by it, but color cannot represent anything alone, and it is even impossible for it to dispense with any limits, for the infinite extent of the red color can be seen by mental imagination. When we hear the word red, we conjure up a red color without limits" (Mahmoud Baqsheesh, 2008, p. 80). The content is: those ideas and visions that the artist seeks to express and embody are limitless, but it is preferable here to mention that it is a path to the ideas, visions, and beliefs that go through the artist's mind, which can be expressed by means of the visual artistic painting, because this painting has a limited expressive space that is closely linked to the expression of visual aesthetic values" (Tate Elizabeth., 1986, p. 10.)

Research into vocabulary, materials and media in the field of printing leads to the growth and development of expression methods. The benefit that resulted from industrial expansion and the multiplicity of materials and tools provided the opportunity to increase the practice of freedom of expression in a short time on a wide and comprehensive scale. Sometimes the printing word is inspired and designed from some natural elements or some artistic schools or through the artist's imagination, so an innovative word appears resulting from a new, unconventional vision specific to the artist himself based on his perceptions, ideas and artistic memory stock. Color: Given the great impact of colors on the human psyche, scientists have found "in studying the overall overall behavior of colors in the functions of reception and sensory perception and the mechanisms that color causes in the nervousness present in the organizations of behavior and motor activity as well as the emotional and affective life of color" (Saeed Al-Shaimi, 2008, p. 97). The effect of color on the psyche is in the upholstery, curtains and chairs, so our research was interested in making one design consistent with more than one use inside the home, taking into account colors and designs. Modernity, and Dela Croix tells us, "Everyone knows that yellow, orange, and red are all colors that suggest joy and abundance".

These two statements reveal the intimate relationship between the arts in general and the art of colored drawing now, as this art stands in reality at the beginning of the road leading to it, if it is lower in its potential to abstraction, i.e. pure artistic composition" (Spirituality in the Visual Arts, previous reference, p. 79)

Creativity and traditions: Artistic creativity is based in essence on some artistic traditions that have proven their existence in the past. In the modern era, the scope of artistic traditions has expanded after being limited to the visual type that lived for a few centuries in Europe. The artist has become able to acquire his skill from the types of traditions that agree with his personality and confirm his creative tendencies, and another artist with a different approach may not resort to them. The principle is to pay attention to the importance of traditions in artistic creativity and to recognize their multiplicity in the twentieth century" (Mahmoud Al-Basyouni, 1984, p. 53.) We find that this research has turned to what is

followed in our era and the interest in digital printing through which a large and rapid number can be produced. It saves time and effort because the twentieth century is characterized by a fast pace.

Research Methodology:

The descriptive experimental method was used for its suitability to the study topic, which includes an analysis and description of what digital printing means and how to employ design with the functional purpose used. Study sample: It consisted of 30 graduates from King Khalid University. The designs were carefully selected to be suitable for the study. Designs were made using the digital program to be suitable for producing a large number through which a production line is implemented for a large number of them, including paintings, bedspreads, curtains, lampshades, and upholstery fabric for chairs. Through this study, these graduates can invest the study in graduate projects.

Advantages of digital printers:

- Reducing pre-printing stages.
- Reducing the amount of waste compared to traditional printing.
- Ease of transferring digital information between devices and systems within one place and over the Internet.
- Increased operating speeds and storage capacity.
- Availability and development of electronic scanning devices.
- Development of digital storage media such as CDs and DVDs.



Work No. (1)

Materials used: Cotton fabric - georgette - ready-made colored roses

Techniques used: Digital printing - knitting - pasting

Description of the work: The work is a pillow printed with digital printing and georgette was added around the pillow in black, which gave emphasis to the color and included the rest of the work and roses were added to the pillow.

Aesthetic values: - The kinetic rhythm is achieved by the hanging of the georgette ribbon



Work No. (2)

Materials used: Cotton fabric - georgette - ready-made colored roses

Techniques used: Digital printing - knitting - pasting

Description of the work: The work is a pillow printed with digital printing and georgette was added around the pillow in black, which gave emphasis to the color and included the rest of the work and roses were added to the pillow.

Aesthetic values: - The kinetic rhythm is achieved by the hanging of the georgette ribbon



Work No. (3)

Materials used: Cotton fabric - colored felt roses

Techniques used: Digital printing - Pasting

Description of the work: The work is a digitally printed panel with a red and yellow felt rose added, which emphasized and echoed the yellow color.

Aesthetic values: - Achieved color harmony between the elements of the panel

Experiment results:

-The possibility of creating printed works by using one element in the digital printing system.

- The formative capabilities of the printed board in enriching furniture and furnishings.
- The works were implemented using various techniques and methods that helped in producing the work with a new artistic and expressive vision.
- Employing various digital printing techniques that helped in developing innovative thinking and employing these techniques to suit the functional aspect of the work.

Research Recommendations

- It is recommended to expand the use of digital printing software applications
- It is recommended to increase studies that help enrich home furniture in a modern style.
- Taking into account the accuracy in choosing the designs that are implemented on furniture and furnishings

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