

Innovating Digital Designs by Using Asir Folklore in the Art Nouveau Style

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ABSTRACT

Asiri folklore, the art nouveau style and digital art have been studied theoretically in a previous study, titled 'Feasibility study of using Asiri folklore and art nouveau style in developing innovative digital designs'. That study recommended applying the valuable information generated, which emphasised the importance of developing folk arts and transforming them in a contemporary way. This would help spread Arab and Saudi arts and culture in a modern and beautiful way, which will confirm our national identity and the beauty of our kingdom's diverse and ancient heritage. The problem and importance of this study are summarised in realising the potential resulting from the creation of innovative digital designs from using Asiri folklore and art nouveau style by following the applied approach.

KEYWORDS: Asiri folklore–Art Nouveau style–Digital Art–Alphonse Mucha.

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technique without abandoning their originality (Melhem, 2014).

This study continued from what was investigated in the previous study, titled 'Feasibility study of using Asiri folklore and art nouveau style in developing innovative digital designs', which considered an analytical theory for Asiri folklore and the art nouveau style generally and the artist Alphonse Mucha in particular, and discussed digital art briefly. The study aimed to identify the benefits of using Asiri folklore and the art nouveau style in innovating creative digital designs. Many common features of Asiri folklore and art nouveau have been reached, which can help in their employment to produce works with a folk and modern style at the same time. Art nouveau and Mucha focus on nature in their works from a variety of animals and flowers matched by the Asir region that is known for its botanical proliferation, its high mountains and various animals. Also, most artistic works of the art nouveau and Mucha depict women gently and delicately which makes it perfect for Asiri folklore with its attention to female costumes and accessories.

Works of art nouveau and Mucha both have geometrical decorations that echo Asiri Qatt's ornaments. The production of artistic works innovatively represents the Asiri folklore from distinguished, global art. Illustrating them digitally for the modern age will help spread the artistic and folk culture of the Asir region more widely on the internet so society at large can view them anytime.

Many studies that approached Asiri folklore in many aspects have been discussed. Studies by Al Qahtani (2015) explained the applied

INTRODUCTION:

Styles and the meanings of art have varied down the ages, and with development over time, techniques have started to appear one by one. Al Qimash (2017) confirms the connection between art and scientific development over many years whereas physics research and the discovery of spectrum colours elicited the appearance of impressionism. And the development of the camera led Matisse and his colleagues from the fauvism school to using expressive movement in their deviation for colours and shapes. Technology imposed a new reality for life in the twenty-first century and introduced a new vision accompanied by social changes that have reflected one way or another on arts. The contemporary artist has interacted with the tools of the modern age and used them to serve their work and ideas. Opening up to technology has provided a wide field and a huge leap in the artistic movement which has pushed the artist to look continuously for innovative styles and forms for art according to what the artist makes of technological progress (Al Maamouri, 2018). This does not mean the artist who approached technology and digital art created a revolution in traditions or wiped out all knowledge and artistic regulations that art and humanity have known for centuries. Rather, it ensures all forms of environmental requirements push us to look for new methods, so we need a new style of creativity that matches the world's new circumstances. Some artists have followed this type of art and attempt to monitor the changes and developments of reality in a modern style and

- Digital design: illustrations and designs created with one of several digital programmes and devices.
- Employing: means to benefit from the distinguished characteristics of the Asiri folk heritage and the art nouveau style in a work that carries features of both of them.

Procedures of the practical experiment:

The study methodology:

The study follows the applied approach, by executing contemporary, artistic digital works by using elements of the Asiri folk heritage and the art nouveau style together.

Study community:

The Asiri folk heritage and the art nouveau style

The study sample:

- The Asiri costume, ornaments of the Asiri Qatt
- Alphonse Mucha's drawings from 1896 to 1911

The sample was purposefully selected for the following reasons:

- The Asiri costume contains various beautiful motifs called (Shak).
- Asiri Qatt's ornaments, as an acknowledged global decorative art, were included in the UNESCO list of cultural heritage sites. They complement Alphonse Mucha's style since many beautiful geometric patterns likewise characterised his drawings.
- Alphonse Mucha, whose works from 1896 to 1911 were selected since it was the time when he was influenced by the art nouveau style, although his artistic style changed later on. The artist was chosen for the extraordinary beauty that manifested in his drawings and the way he combined elements. His works are characterised by three features that made them a perfect match for Asiri folklore: his focus on drawing female figures, which are perfect for Asiri costumes and jewellery; his works contain geometric ornaments which echo the Asiri Qatt's ornaments; his works contain many plants and flowers that match the Asir region with its variety of beautiful botanical growth.

The study limits:

- Time limits: it was shortened to the time limits of the art nouveau style in the works of Alphonse Mucha between 1894 and 1902
- Spatial limits the folk heritage of the Asir region, particularly Abha city

The study tool:

The study tool was a measurement form that was checked for credibility by distribution of

potentials in decorating the Asiri costumes to produce contemporary accessories and explained the Asiri folk ornaments Al Qahtani (2019). The study by Al Omari (2016) combined the Asiri folk ornaments and digital art and post-modernist arts. Conversely, the art nouveau style did not receive much attention in the field of study and research. The study by Awad (2018) briefly discussed art nouveau's characteristic features, while Lee (2001) discussed the influence of Japanese art on the art nouveau style, and Al Saadi Ajam (2018) explored the concept and nature of digital art drawings and their aesthetics of design for 2D illustrations.

The problem of the study:

The problem can be defined by answering the following question: what are the potentials resulting from innovating creative digital designs through the use of Asiri folk heritage and the art nouveau style? Before we can address this problem, the following questions must be answered:

- What challenges might artist face while working with contemporary technology?
- How can we benefit from using digital illustration programmes in innovating creative drawings and designs inspired by the Asiri folk heritage and the art nouveau style?

Goals of the study:

- Addressing challenges the artist faces while working with contemporary technology
- Innovating with creative digital designs that use Asiri folk heritage with the art nouveau style.

Importance of the study:

The innovation of creative, contemporary digital designs, inspired by the use of elements of the Asiri folk heritage and the art nouveau style, opens new horizons for artists in futuristic search and experimentation and confirms the national cultural identity of the Asiri folk heritage.

The study assumption:

The study assumes that contemporary digital designs can be generated based on the theoretical study by merging Asiri folk heritage and the art nouveau style.

Terms of the study:

- Create: a word derived from creativity which is a change in the lifestyle of a community that requires material development (Zeyada, 1987). This study defines creativity as finding and innovating a new artistic style through merging elements of the Asiri folk heritage with the art nouveau style and applying them to drawing them in a contemporary digital method.

programmes, it also supports parallel drawing, which greatly assists in drawing ornaments. It is also possible to save work using different formulas and sizes.

The practical experiment:

- **The first work: 'Looking ahead'**
- **The first stage, the idea:** The work carries the idea of looking forward to the future. The elements were chosen from a photo taken at the beginning of the past year in beautiful Abha's lands to be the basic stone for the work composition. An Asiri scarf and a hat were added, as the tradition was that an Asiri girl should be wearing these things whenever she goes out of the house.
- **The second stage, the execution:** the first composition of the work was to clarify the idea. It took inspiration from Alphonse Mucha's style, like placing the girl in the centre and surrounding her with a decorated rounded shape in a longitudinal rectangle containing ornaments and flowing lines. This style was common in his works, such as 'Ivy and Laurel', 'Byzantine Heads: Brunette, Blonde' and drawing the external limits for the girl with a black line, as appears in shapes 1 and 2.
- **The third stage, the output:** this involved adding the Qatt decorations in the background and working on the colours, then directing the work cohesively, as it appears in shape 3.

Measuring standard achievement in the first work:

its first draft to several experts and professionals in King Saud University's faculty of education and Umm Al-Qura University. The arbitrators were 14 members of the teaching staff, who gave their opinions on each paragraph's appropriateness of the suggested field standards.

The form was divided into two axes; the first was the Asiri heritage, the second was characteristics of Alphonse Mucha's works. Characteristics that distinguish each axis were specified and formed the measuring standards for the achievement of such standards in the works.

Statistical methods:

Descriptive statistical analyses included repetition and percentages of the study sample.

Steps of execution of the digital works:

- First: the primary design for innovative drawings derived from merging the Asiri folk heritage and the art nouveau style.

Works were designed after doing a theoretical, analytical study for the Asiri folk heritage and the art nouveau style in general and the artist Alphonse Mucha in particular, in addition to the close perusal of images of the Asiri heritage and the art nouveau style. When starting to design one of the works, the element of the Asiri heritage that is required to be added in the work is selected first, then the choice of the girl's position, we start building the composition of the work by focusing on the features of the Mucha drawings.

- Second: drawing designs digitally using Procreate for iPad.

Procreate has many updates and improvements and is easy to handle. In addition to the large number of brushes available in the programme and the possibility of uploading other

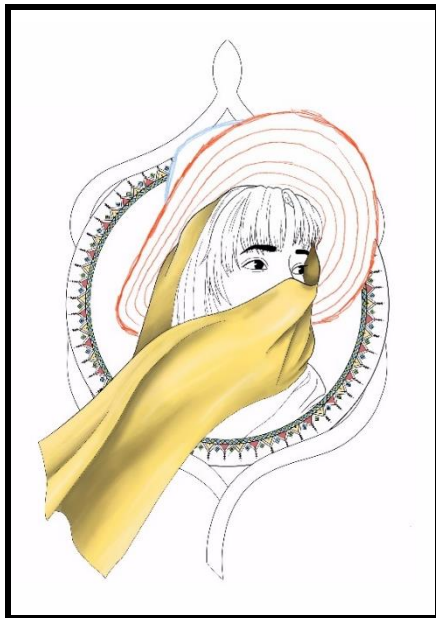
Table 1 measuring standard achievement in the first work – shape 3

The axis	Standards	Was achieved	Was not achieved
The Asiri heritage	1- taking inspiration from the Asiri Qatt decorations and using them attractively in the artwork	1	
	2- realisation of the colour harmony for the Asiri Qatt decorations (blue, orange, green, white and black) in the artwork	1	
	3- use of one of the Asiri folk hair coverings (hat, scarf and shawl) to enrich the artwork	1	
	4- use of female costumes of the Asir region in the artwork		1
	5- use of accessories from the Asiri heritage (jewellery) and benefiting from them	1	
	6- use of plants that are widespread in the Asir region to create aesthetic, decorative values in the artwork		1
Characteristics of Alphonse Mucha's works	1- the work contains elements and decorations inspired by nature	1	
	2- use of images of a beautiful and elegant woman with luxuriant hair in the artwork	1	
	3- use of light and pale pastel colours in the artwork		1
	4- drawing elements with curved and geometric lines in the artwork	1	
	5- defining elements with dark colours in the artwork	1	

	6- the artwork inspires calmness and peace generally	1	
Percentages		75%	25%

Also, the factor of using one kind of plant that is widespread in the Asir region was not realised and neither was the use of light pastel colours.

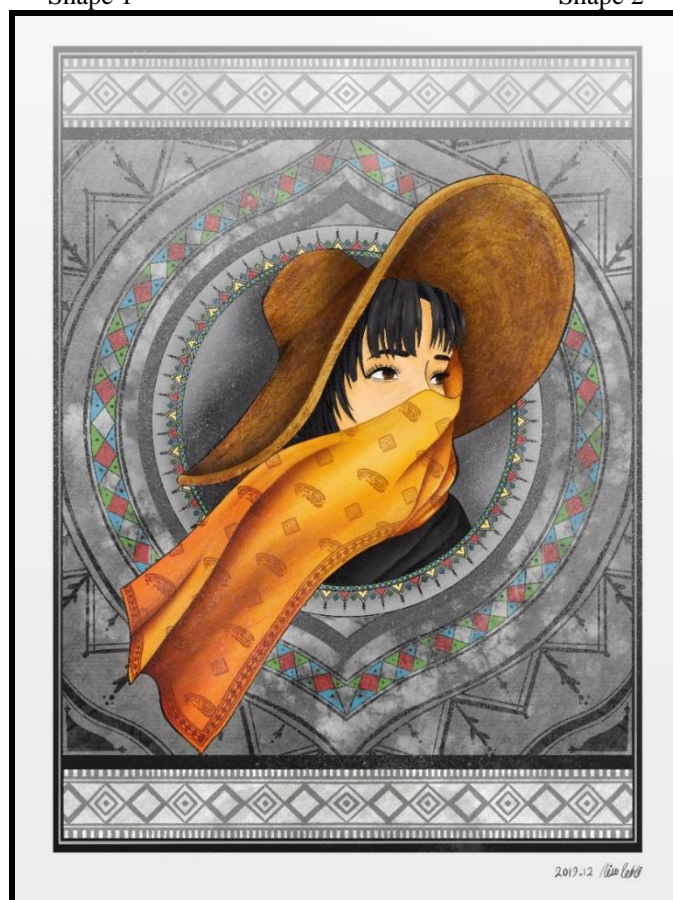
From Table 1, it is clear we achieved 75% of the standards in the first work. Using Asiri folk costumes was not achieved as the drawing focuses only on the face and the upper part of the body.



Shape 1



Shape 2



Shape 3

- The second work: 'season of sycamore'.

longitudinal and big transverse lines were drawn, above them were the Qatt decorations as triangles, and it looks as if we are looking at the girl and the tree from an open window (Shape 6).

Measuring standard achievement in the second work:

- **The first stage, the idea:** the idea of the second work goes back to 15 years ago when the author used to go with her grandma and relatives to their farm in Abha which had many fruit trees such as almond, peach and lemon trees. The giant sycamore tree still sticks in my mind for the extreme beauty of its big leaves and its taste, so the tree was chosen as a basic element; a girl reaching up to pick one of the fruits and the primary lines were drawn in shape 4.
- **The second stage, the execution:** after planning the distribution of elements, we then start drawing them and colouring the basic elements as in shape 5.
- **The third stage, the output:** the sycamore tree was repeated on the other side to give some balance, some

Table 2 measuring how standards were achieved in the second work – shape 6

The axis	Standards	Was achieved	Was not achieved
The Asiri heritage	1- taking inspiration from the Asiri Qatt decorations and using them attractively in the artwork	1	
	2- realisation of the colour harmony for the Asiri Qatt decorations (blue, orange, green, white and black) in the artwork	1	
	3- use of one of the Asiri folk hair coverings (hat, scarf and shawl) to enrich the artwork	1	
	4- use of female costumes in the Asir region in the artwork	1	
	5- use of accessories from Asiri heritage (jewellery) and benefiting from them		1
	6- use of plants that are widespread in the Asir region to create aesthetic, decorative values in the artwork	1	
Characteristics of Alphonse Mucha's works	1- the work contains elements and decorations inspired by nature	1	
	2- use of an image of a beautiful and elegant woman with luxuriant hair in the artwork	1	
	3- use of light and pale pastel colours in the artwork		1
	4- drawing elements with curved and geometric lines in the artwork	1	
	5- defining elements with dark colours in the artwork.	1	
	6- the artwork inspires calmness and peace generally.	1	
Percentages		83.3%	16.6%

From Table 2, it is clear that we achieved 83.3% of the standards in the second work. The factor of using Asiri folk accessories was not achieved, nor was the use of light, pale pastel colours which is a feature of Alphonse Mucha's works.



Shape 4



Shape 5



Shape 6

addition of Qatt decorations in the background in the shape of a circle behind the girl and Qatt lines surrounding the work, which appear in shape 8—the work during colouring.

- **The third stage, the output:** this involved colouring the girl and the Asiri dress, which is commonly seen in black, although girls also wear clothes dyed in green, red and blue. A basil plant was added as a ring in the background, basil

- **The third work: ‘an embroidered dress’.**

- **The first stage, the idea:** the focus in this work was on the Asiri embroidered dress, so-called because of the intricate needlework and the embroidery with colourful strings on the edges of sleeves, chest and sides.
- **The second stage, the execution:** we started drawing the preliminary lines of the work in shape 7 and noticed the

shape 9.

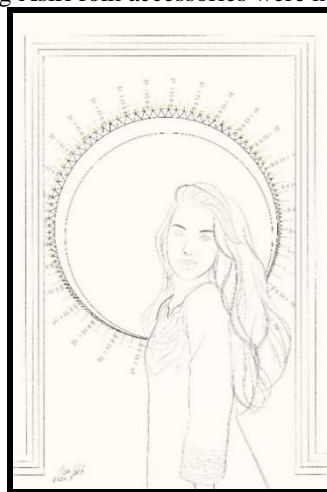
being one of the aromatic plants that are heavily used in Asir; this is clarified in

Measuring standard achievement in the third work:

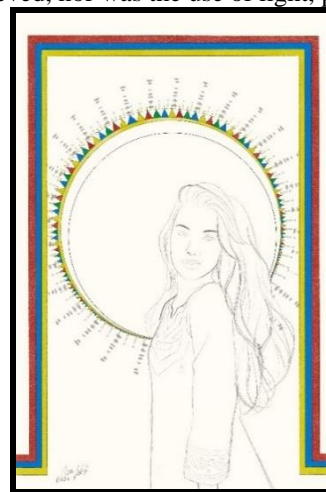
Table 3 measuring standard achievement in the third work – shape 9

The axis	Standards	Was achieved	Was not achieved
The Asiri heritage	1- taking inspiration from the Asiri Qatt decorations and using them attractively in the artwork	1	
	2- realisation of the colour harmony for the Asiri Qatt decorations (blue, orange, green, white and black) in the artwork	1	
	3- use of one of Asiri folk hair coverings (hat, scarf and shawl) to enrich the artwork		1
	4- use of female costumes in the Asir region in the artwork.	1	
	5- use of accessories from Asiri heritage (jewellery) and benefit from them		1
	6- use of plants that are widespread in the Asir region to create aesthetic, decorative values in the artwork	1	
Characteristics of Alphonse Mucha's works	1- the work contains elements and decorations inspired by nature	1	
	2-use the image of a beautiful and elegant woman with luxuriant hair in the artwork	1	
	3-using light and pale pastel colours in the artwork		1
	4-drawing elements with curved and geometric lines in the artwork	1	
	5-defining elements with dark colours in the artwork	1	
	6-the artwork inspires calmness and peace generally	1	
Percentages		75%	25%

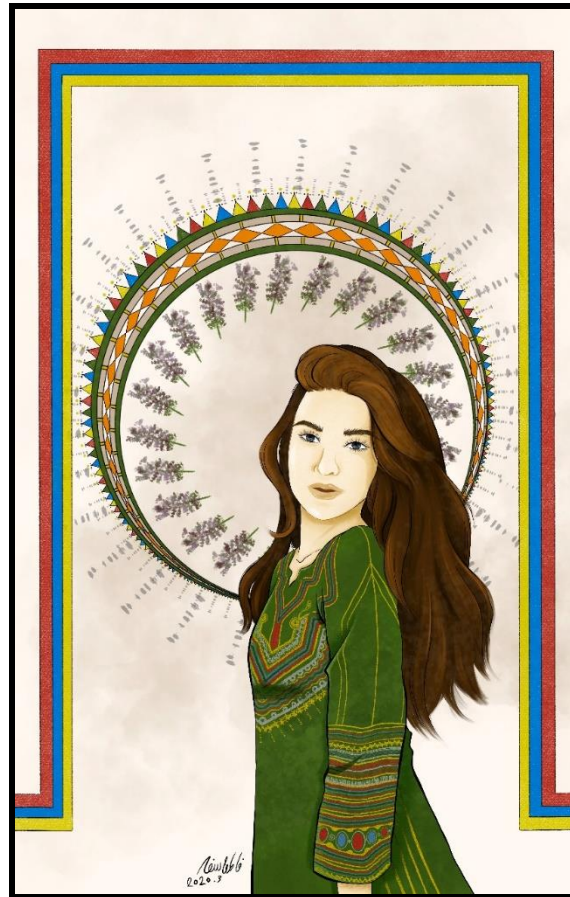
From Table 3, it is clear we achieved 75% of the standards in the third work. The factor of using types of hair covers, also using Asiri folk accessories were not achieved, nor was the use of light, pale pastel colours.



Shape 7



Shape 8



Shape 9

inspiration from Alphonse Mucha's style. The girl is placed in the centre in the presence of botanical elements. The shape of the background was inspired by multiple Alphonse Mucha works, such as 'La Samaritaine, 1897' and 'Médée, 1898'. Shape 11 is a progressive stage, finishing the drawing and colouring of the work's basic elements.

- **The third stage, the output:** Asiri Qatt decorations were used, external limits were drawn in dark colours, caring about the harmony of the work colours as a whole and colour effects added, as shown in shape 12.

- **The fourth work: 'flowers of the peach tree'.**
- **The first stage, the idea:** the idea goes back to one of the years when the author had visited Abha city and saw the peach trees flowering, which is a scene that is not seen much. because our timing for visiting the city does not fit with the season of flowers appearing and opening. then started the stage of picking up the rest of the work elements and the girl's position. Also, a shawl and scarf were used, indicating that the girl is married, as the unmarried girl wears only a shawl.
- **The second stage, the execution:** this stage involved drawing the primary composition of the work—shape 10 and during this stage we had to consider

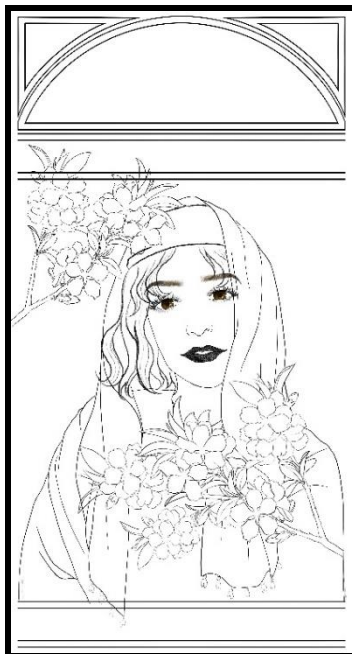
Measuring standard achievement in the fourth work:

Table 4 measuring standard achievement in the fourth work – shape 12

The axis	Standards	Was achieved	Was not achieved
The Asiri heritage	1- taking inspiration from the Asiri Qatt decorations and using them attractively in the artwork	1	
	2- realisation of the colour harmony for the Asiri Qatt decorations (blue, orange, green, white and black) in the artwork	1	
	3- use of one of the Asiri folk hair coverings (hat, scarf and shawl) to enrich the artwork	1	
	4- use of female costumes of the Asir region in the artwork		1

	5- use of accessories from Asiri heritage (jewellery) and benefiting from them		1
	6- use of plants that are widespread in the Asir region to create aesthetic, decorative values in the artwork	1	
Characteristics of Alphonse Mucha's works	1- the work contains elements and decorations inspired by nature	1	
	2-use of an image of a beautiful and elegant woman with luxuriant hair in the artwork	1	
	3-using light and pale pastel colours in the artwork		1
	4-drawing elements with curved and geometric lines in the artwork	1	
	5-defining elements with dark colours in the artwork	1	
	6-the artwork inspires calmness and peace generally	1	
Percentages		75%	25%

From Table 4, it is clear we achieved 75% of the standards in the fourth work. Neither the factors of using examples of Asiri female folk costumes and Asiri folk accessories were not achieved nor was the use of light, pale pastel colours in the artwork.



Shape 10



Shape 11



Shape 12

'Zodiac, 1896', which is clear in shape 13, then moving to the stage of drawing elements accurately and colouring them. In shape 14, the girl wears a scarf and shawl, which indicates that she is married, as mentioned earlier.

- **The third stage, the output:** this involved the colour harmony in general and adding colour effects. External limits were drawn in dark colours that can be seen in shape 15.

Measuring standard achievements in the fifth work:

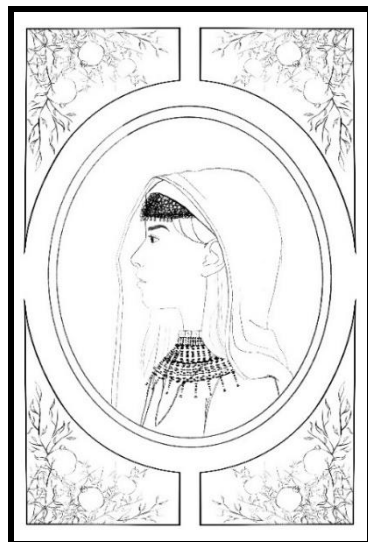
- **The fifth work: 'branches of pomegranate'.**
- **The first stage, the idea:** the focus was on adding new elements in this work, such as Asiri jewellery and the pomegranate tree. The hair accessories on the girl's head are made of a strap of silver placed on the forehead and end with two strings. Women tie their head with it, which is why it is called asaba, and a heavy necklace around the neck, called a leppa.
- **The second stage, the execution:** after choosing the basic elements of the work, a primary plan was drawn. The shape composition was inspired by some of Alphonse Mucha's works, such as

Table 5 measuring standard achievements in the fifth work – shape 15

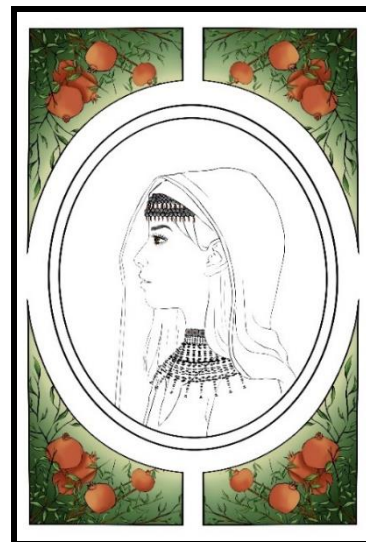
The axis	Standards	Was achieved	Was not achieved
The Asiri heritage	1- taking inspiration from the Asiri Qatt decorations and using them attractively in the artwork		1
	2- realisation of the colour harmony for the Asiri Qatt decorations (blue, orange, green, white and black) in the artwork		1
	3- use of one of the Asiri folk hair coverings (hat, scarf and shawl) to enrich the artwork	1	

	4- use of female costumes in the Asir region in the artwork.		1
	5- use of accessories from the Asiri heritage (jewellery) and benefiting from them	1	
	6- use of plants that are widespread in the Asir region to create aesthetic, decorative values in the artwork	1	
Characteristics of Alphonse Mucha's works	1- the work contains elements and decorations inspired by nature	1	
	2-use of an image of a beautiful and elegant woman with luxuriant hair in the artwork	1	
	3-using light and pale pastel colours in the artwork		1
	4-drawing elements with curved and geometric lines in the artwork	1	
	5-defining elements with dark colours in the artwork	1	
	6-the artwork inspires calmness and peace generally	1	
Percentages		66.6%	33.3%

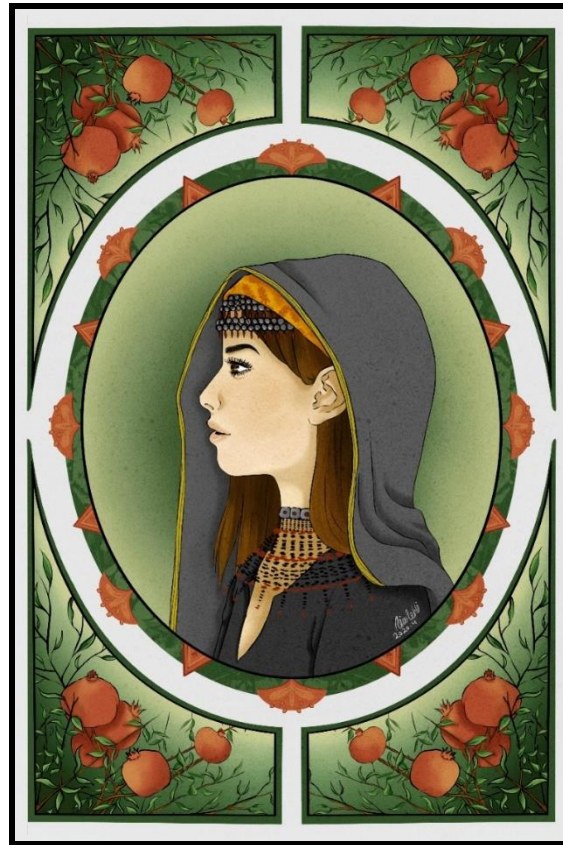
From Table 5, it is clear we achieved 66.6% of the standards in the fifth work. The factors of inspiration from Asiri Qatt decorations, and the colour harmony for Asiri Qatt decorations and Asiri female folk costumes, were not achieved, nor was the use of light, pale pastel colours in the artwork.



Shape 13



Shape 14



Shape 15

appear now, making it essential to stay up to date yet hard due to high cost.

- How it is possible to benefit from using digital illustration programmes in the innovation of creating drawings and designs inspired by the Asiri folk heritage and the art nouveau style?

Digital art programmes have varied according to the type of work, forms and required dimensions, and knowing the type of digital programme and its advantages in choosing the accurate programme for the work. Kazem Al Mayali (2010) has classified drawing and design programmes into drawing programmes, drawing with stickers programmes, design programmes, image processing programmes and illustration mobilisation programmes. Al Qimash (2017) mentioned that types of 2D programmes are divided into two main sections: programmes that deal with bitmap images (pixels) and programmes that depend on vector images. Each programme differs in how to deal with it, and the shape of the final product makes each programme characterised by many facets that help with design diversity and innovation of endless new forms. Othman (2018) has

Answering questions of the study:

- What challenges might the artist face when working with contemporary technology?

Digital art is like any other type of art; it faces challenges and difficulties that might hinder or cause the delay of the process of artistic creativity, from obstacles and challenges such as:

- 1- Digital devices and their accessories are considered relatively expensive; the higher the device's quality or the programme, the higher the price.
- 2- Digital devices require extreme care during use to avoid breaking or scratching the screen.
- 3- Most high-quality illustration applications have a large size considered a heavy load on the computer or the tablet, so they require a device with high processing capacity.
- 4- Internet access is necessary to upload the programme extensions, such as brushes, images and different fonts and marketing artwork through social media.
- 5- Technology is developing rapidly, which is why more developed digital devices and illustration applications

- 8- The possibility of transferring the illustrations from one device to another.
- 9- The possibility of modification of colours and shapes in a separate way if they were at different layers.

Evaluation of the study's assumption:

The study assumes that creative digital designs can be innovated based on the theoretical study by merging the Asiri folk heritage and the art nouveau style.

It is clear from Table 6, in the first axis concerning the Asiri folk heritage, that standards of inspiration from Asiri Qatt decorations, colour harmony of Asiri Qatt decorations, using types of Asiri folk hair covers and using plants widespread in the Asir region. These characteristics appear in 80% of the works, while standards of using Asiri feminine costumes and using accessories appear in 40%. As for the second axis concerning Alphonse Mucha's works, most standards were realised except for the use of pale and light pastel colours in the artwork. It counteracts with the second standard in the first axis, which is colour harmony of Asiri Qatt decorations, using only clear colours of the Qatt. Achievement of those standards can be recognised in graphs of shape16–shape 17.

mentioned some of the characteristics that distinguish digital illustration programme:

- 1- In digital art, there is no need to buy expensive, brand-name colours or tools. This does not mean that digital art is not costly, but the cost is at the beginning only while buying the device and the software.
- 2- A clean drawing environment, clear of dirt and smells, reduces wasted time in cleaning tools before, during and after the drawing.
- 3- They save a lot of time and effort because digital screens do not need any drying time.
- 4- The artist can print his/her illustrations on any type of paper, fabric, or other material at any size and quantity.

Some of the advantages that were achieved during the practical experience:

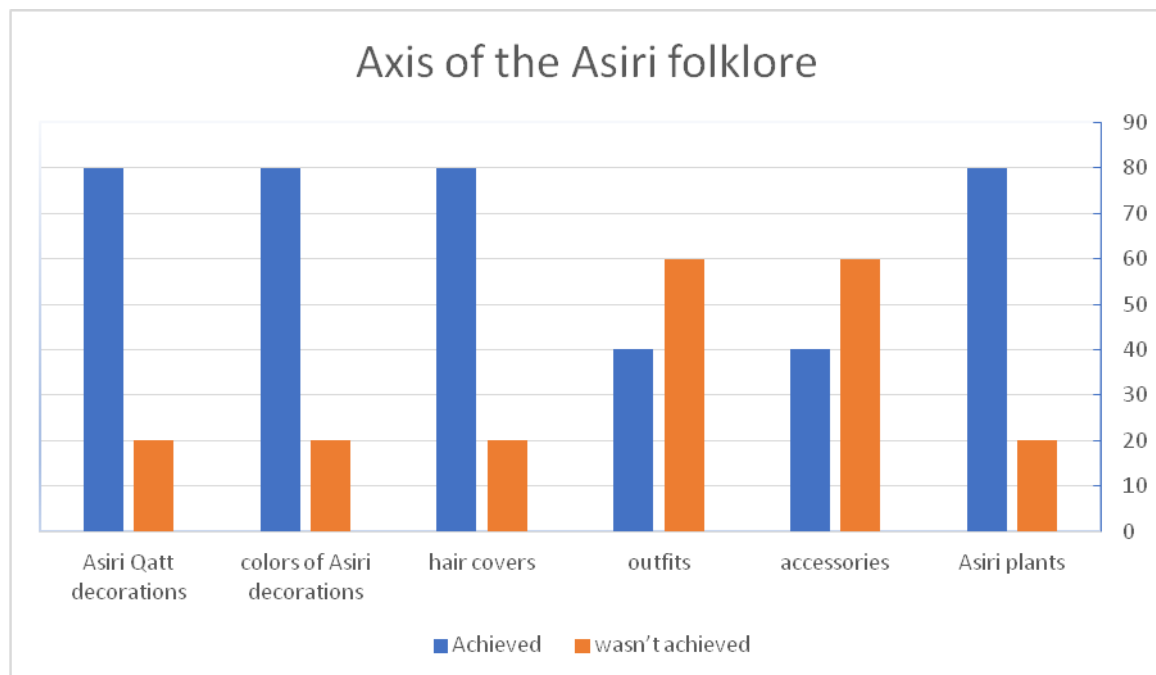
- 5- The ability to fix mistakes saves time for the artist instead of wiping off and repeating.
- 6- The possibility of saving the work at various times and steps in different formulations allows the artist to alter the painting at any time.
- 7- Some digital programmes allow saving the work as a video clip.

Table 6 measuring standard realisation in all the works.

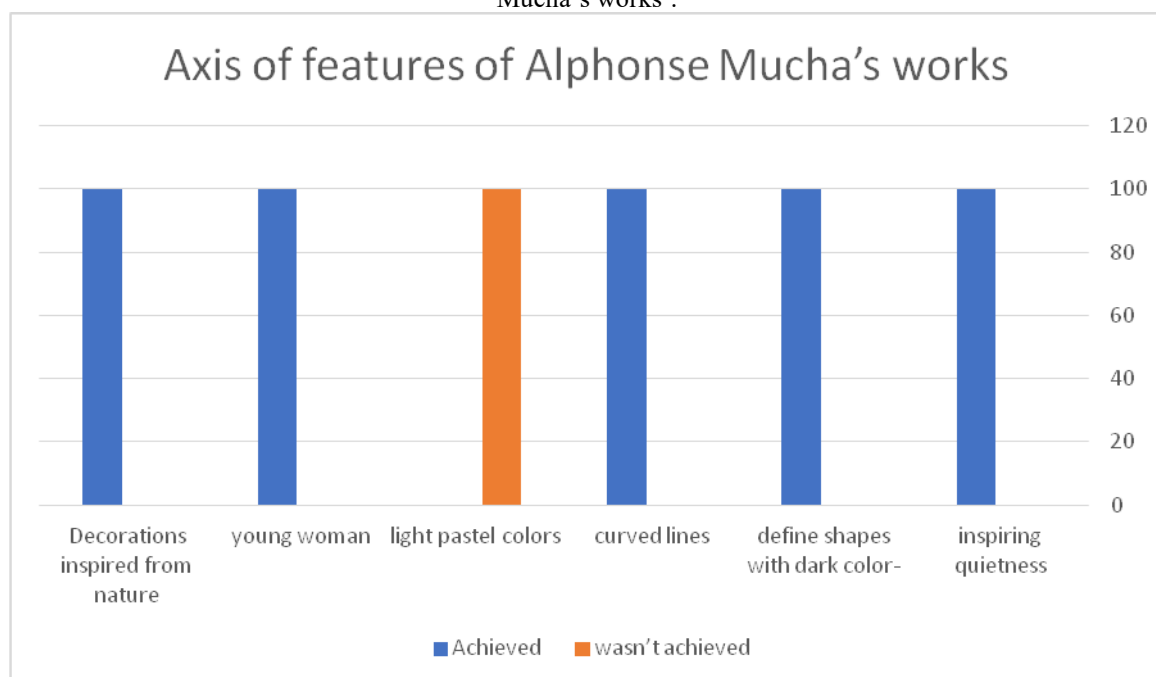
axis	standards	Work 1		Work 2		Work 3		Work 4		Work 5		percentage	
		Wasn't achieved	achieved	Wasn't achieved	achieved	Wasn't achieved	achieved	Wasn't achieved	achieved	Wasn't achieved	achieved	Wasn't achieved	achieved
Asiri folk heritage	1- taking inspiration from the Asiri Qatt decorations and using them in an attractive way in the artwork		1		1		1		1		1	20%	80%
	2- realisation of the colour harmony for the Asiri Qatt decorations (blue, orange, green, white and black) in the artwork		1		1		1		1		1	20%	80%
	3- use of one of Asiri folk hair coverings (hat, scarf and shawl) to enrich the		1		1	1			1		1	20%	80%

	artwork												
	4-use of female costumes in the Asir region in the artwork	1			1		1	1		1		60%	40%
	5- use of accessories from the Asiri heritage (jewellery) and benefiting from them		1	1		1		1			1	60%	40%
	6- use of plants that are widespread in the Asir region to create aesthetic, decorative values in the artwork	1			1		1		1		1	20%	80%
features of Alphonse Mucha's works	1- the work contains elements and decorations inspired by nature		1		1		1		1		1	0	100%
	2- use of an image of a beautiful and elegant woman with luxuriant hair in the artwork.		1		1		1		1		1	0	100%
	3- use of light and pale pastel colours in the artwork	1		1		1		1		1		100%	0
	4- drawing elements with curved lines in the artwork		1		1		1		1		1	0	100%
	5- identifying elements with dark colours in the artwork		1		1		1		1		1	0	100%
	6- the artwork inspires calmness and peace generally		1		1		1		1		1	0	100%

Shape 16 – a diagram to clarify achievement of the one standard in all works of the first axis, ‘the Asiri heritage’.



Shape 17 – a graph to clarify achievement of the standard in all works of the second axis ‘features of Alphonse Mucha’s works’.



- 2- Digital art is a rapidly developing art, which pushes the artist to cope with everything new from devices and programmes.
- 3- Digital art is characterised by many advantages that make it one of the pioneer arts in the current age, which might supersede traditional art.

The results can be summarised as follows:

- 1- The importance of developing folk arts and modulating them in a contemporary way to help spread Arabian and Saudi arts and culture in a modern and aesthetic way to confirm our national identity and the beauty of the belongings of our kingdom of variable and ancient heritage.

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- 4- There were benefits from the Asiri folk heritage elements in producing digital works inspired by the art nouveau style.

The study recommendations:

- 1- Studying the potential of using Islamic art and the art nouveau style and applying them digitally.
- 2- Developing study units that address studying digital art within the education curricula.

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