

## ABSTRACT

### ***BLOCK PRINTING PATTERN EXPLORATION INSPIRED BY GEOMETRIC VISUALS USING CARTON PAPER CLAY PRINT PLATE***

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*Block printing is a technique for transferring motifs through a printing plate onto a textile surface. There are several elements in the block printing technique, one of which is the printing plate. Printing plates usually use wood or iron, but block printing techniques continue to develop, especially on the printing plates used. Printing plates can use other alternative materials such as styrofoam and cardboard which have different printing effects.*

*There are several studies using alternative printing plates using cardboard packaging materials. The results of this study are that an alternative to paperboard clay printing plates can transfer color well to fabric. The motifs produced with the alternative of cardboard paper clay printing plates have a print effect character like a visual crayon without going through the sanding process.*

*The visual characteristics produced by the cardboard clay printing plate can be used as material for developing motifs using geometric visual inspiration based on the fashion trend in 2023 according to the fashion trend forecasting website, namely PLUMAGER in the spring/summer 2023 fashion trend with the title "Forbidden Grid" with a motif composition that more complex to be applied to fabric sheet media.*

*Keywords: Block Printing, Printing Plate Alternatives, Cardboard, Motifs, Geometric.*