

ABSTRACT

APPLYING XEROGRAPHY IMAGE TRANSFER AND BLOCK PRINTING WITH INSPIRATION BRAGA

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Bandung is a city that has many historical places, one of which is Braga which is the heart and main road of the city of Bandung which has historical value and buildings that have the potential to be an inspiration for designing motifs that can be applied to fashion products. The method used in this study is a qualitative method by conducting literature studies, observations and interviews with regard to collecting data on the history, atmosphere and development of xerography image transfer, block printing and Braga. In addition, the researcher carried out several exploration methods using background techniques, namely xerography image transfer and block printing, which had the potential to produce design motifs using Braga's documentation as an inspiration for motives. Aim to convey that the effects or results of the character of xerography image transfer and block printing using Braga's atmosphere documentation can still be of aesthetic value when applied to natural fiber textile materials to become a fashion product. The results of this study are expected to provide alternative processing of conventional printing techniques, namely xerography image transfer and block printing which are generally used separately. The results of textile processing are applied to sheets of natural fiber fabrics which will be processed into custom ready-to-wear products.

Keyword: Xerography image transfer, Block printing, Braga, natural fiber textiles