# ABSTRACT

## PROCESSING OF MOTIFS INSPIRED FROM VISUAL RORSCHACH PSYCHOLOGICAL TESTS WITH DIGITAL PRINTING TECHNIQUES

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*Along the progress of the fashion industry, fashion is not just about covering the body, but also an identity of expressing a person and who can reflect the personality of the fashion user as well as a nonverbal message where the clothes used have meaning in expressing themselves and are used as messages conveyed from appearance. The development of fashion also accompanied by the development of motifs, this phenomenon is based on the pattern of fashion trends and the times. In the development of motifs, new variations are needed, both from the development of motifs as well as processing techniques to increase selling value, competitiveness, and uniqueness in the fashion world. With the current development of motifs, motif processing is done in various ways with Illustrator characters that have distinctive characteristics. As time goes by, the development of fashion trends and current motifs, appears a variety of contemporary clothing that enliven the country, where fashion is also an identity and reflects the personality of the user either with the motif or fashion itself. The author aims to apply motifs inspired by the visual Rorschach personality test, which is a psychological test that aims to determine character, emotional tendencies and detect psychological problems into ready-to-wear clothing. With qualitative research methods, the author reviews the literature study on the Rorschach test and then conducts exploration. This research produces a new motif inspired by the Rorscahch test with the aim of maximizing the visual potential of the test using digital printing techniques.*

*Keywords: Fashion, Motif, Rorscach Test.*