

ABSTRACT

IMPLEMENTATION OF CHIAROSCURO VISUAL CHARACTERS WITH BLOCK PRINTING TECHNIQUES IN FASHION PRODUCTS

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The visual character of chiaroscuro was a popular visual principle and was widely used by artists during the 15th century. Along the times, the use of the visual character of chiaroscuro has penetrated into various fields of practice for making works of art because of its uniqueness, for example in painting, photography, and films. This opens up opportunities for visual development of chiaroscuro in other artistic applications. One of the application technique that have the potential to be able to apply visual chiaroscuro is block printing technique. Block printing is a technique of carving or chipping a printing plate in the form of a wooden block whose surface is covered by dye to produce a certain composition of motifs on the surface of the fabric. This study aims to produce visualizations of the visual character of chiaroscuro and produce the right fashion products and apply textile sheet as a result of processing block printing techniques with visual characteristic of chiaroscuro with inspiration of certain motifs. The research method used is a qualitative method consisting of observation, interview, literature study, and exploration. The results of this study are ready-to-wear fashion product that utilize textiles from the implementation of the visual character of chiaroscuro.

Keywords: block printing, multi-block, chiaroscuro, ready to wear