

ABSTRACT

DEVELOPMENT MOTIVE BY MOTIVE DEVELOPMENT VISUAL (RWD) WITH FLAT DESIGN USING INSPIRATION FROM BATIK GENDONGAN LASEM POHON HAYAT AND SATWA

by

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Artwork in Indonesian traditional art uses the illustration of the visual language of Space Time Flat (RWD), this is a way of expressing the expression that is poured into the image in the previous way, Indonesian traditional art influences the style of design that is currently popular, namely flat design. The link between RWD and flat design has the potential to be combined for motif innovation.

This study uses qualitative research methods with data collection techniques in the form of library research looking for books and journals related to research, observation looking for data with online brand studies, interviews with illustrator Diani Apsari about illustration style that is currently trending, visual studies on RWD images with flat design, as well as exploring the development of batik cloth motifs carried by the tree of life and animals.

This study aims to produce motif innovations in the form of motif cloth sheets with digital printing techniques, processing the motifs using CorelDraw software. In the steps, namely distilling each inspiration module into a simpler one, then combining the modules into a single motif according to the composition of the inspiration, namely each position of the module facing and reflecting the composition in front of it, after that the next step is to repeat a single motif into a repeating motif with the half drop repeat technique. obtained from the analysis of the comparison and inspiration brands listed. The application process of motif innovation on cloth sheets uses a surface design technique, namely digital printing, using scuba cloth and applied to fashion products.

Keywords: Fashion, Flat design, Lasem, Motive, Ruang Waktu Datar (RWD).