

## **ABSTRACT**

### ***APPLICATION OF CHIAROSCURO VISUAL CHARACTER IN FASHION PRODUCTS USING BLOCK PRINTING TECHNIQUE WITH LINOLEUM MATERIAL***

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*In this study, the author explores the implementation of block printing techniques using linoleum as the printing medium to create chiaroscuro visual characteristics on ATBM textile materials, which have the potential to be applied to fashion products. Chiaroscuro, widely known in Renaissance art, is a technique that typically utilizes contrasts between light and dark to produce dramatic visual effects. This technique is applied to textiles with the aim of producing products with innovative and functional aesthetics in fashion design. Linoleum was chosen as an alternative to traditional wooden blocks due to its ease of carving and ability to produce consistent prints. This study aims to build upon previous research that developed chiaroscuro visual motifs on fashion products but did not reach the stage of producing ready-to-wear fashion items. By employing block printing techniques using linoleum, this research hopes to demonstrate the effectiveness of applying chiaroscuro visuals to fashion products, while also upholding the value of craftsmanship in the production process.*

*Keywords: Block Printing, Chiaroscuro, Linoleum.*