

## **ABSTRACT**

### ***APPLICATION OF CHIAROSCURO VISUAL CHARACTER USING BLOCK PRINTING TECHNIQUE WITH MULTI BLOCK METHOD***

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*The block printing technique is a high-printing method with unique characteristics in its process and visual results. Researchers developed this technique using variable printing plates, to implement the Renaissance-era visual principle of chiaroscuro that emphasizes dark-light contrast. The multi-block method speeds up the process by using multiple linoleum blocks to produce different levels of color. This research uses a qualitative method with interviews and literature study. This research literature study includes related journals and books. Exploration was done through experimenting with block printing techniques. The application of chiaroscuro with block printing technique requires certain motifs for the efficiency of the printing process. Exploration using predetermined materials. The printing process for the final production was done manually, which resulted in prints that have characteristics and give the impression of originality to the work. This research fashion design is a ready-to-wear deluxe, styled with the Harajuku Street Style trend forecast, featuring with a loose and oversized silhouette that emphasizes motifs that are showed clearly and not covered.*

*Keyword: Block Printing, Chiaroscuro, Multi-block, Ready-to-Wear Deluxe*