

ABSTRACT

DEVELOPMENT OF PATTERN WITH RWD SYSTEM THROUGH FLAT DESIGN ILLUSTRATION STYLE WITH DAMAR KURUNG INSPIRATION

by

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Traditional art in Indonesia more closely uses illustration techniques that can draw by utilizing the way of drawing objects and phrasing so that the objects arranged can tell stories, namely the RWD system. On the other hand, the similarities between the RWD system and the trend of flat design illustration are found, namely the shape that looks flat so that it becomes the potential for combining the two techniques of illustration using Damar Kurung's art as inspiration using the RWD system. The purpose of this research is to create more innovative pattern by combining the RWD system with flat design illustrations. This research uses qualitative methods with data collection techniques from literature studies from books and journals, observations in the form of visual analysis to understand technical characteristics, interviews with illustrators, brand studies, and exploration of pattern processing by utilizing the RWD system and flat design styling through the inspiration of Damar Kurung. The final result of this research is to create innovative pattern that are applied with digital printing techniques on sheets of cloth and fashion clothing for women.

Keywords: Illustration, RWD System, Flat Design, Damar Kurung