

ABSTRACT

EXPLORATION OF MOTIF WITH RWD SYSTEM THROUGH FLAT DESIGN ILLUSTRATION STYLIZATION USING BATIK GEDOG MOTIFS

By

GABRIELLA ANGELIEHAGA DAELY

NIM: 1605184058

(Bachelor's Program in Fashion and Textile Design)

RWD is a traditional Indonesian visual language that focuses on gestures, shooting in various directions, distances, and times. On the other hand, the illustration trend that is currently happening in Indonesia is flat design whose visuals are very adaptable to the traditional Indonesian visual language, namely RWD. Therefore, it can be seen that the potential for research purposes is to develop the RWD motif found in Gedog batik ornaments through the enrichment of flat design illustrations.

The research was conducted with qualitative methods in the form of observations of local fashion brands with characteristic illustration patterns, interviews with local an illustrator to obtain information about illustration trends in Indonesia, and literature studies on the theory of visual language, illustration, flat design, and batik Gedog. Exploration been done by duplicating Gedog batik motifs and making RWD illustration compositions.

Therefore, this research produces an pattern innovation of RWD with flat design stylization inspired by batik Gedog patterns. The results of the motif innovation are applied to textile sheets with digital print technique to be developed into fashion products in dress form.

Keywords: pattern design, ruang waktu datar, illustration, flat design, batik Gedog