

ABSTRACT

IMPLEMENTATION OF CHIAROSCURO VISUAL CHARACTERISTIC IN TEXTILE MATERIALS USING DIGITAL PROCESS IN DESIGN AND PRODUCT

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Chiaroscuro is a visual principle that significantly considers the contrast between light and dark through values of color, creating a dramatic effect in artwork. As time has progressed, this principle has begun to extend into the textile and fashion worlds, particularly through the technique of Manual Block Printing. However, this has not been sufficient to widely introduce the visual principle of chiaroscuro in the textile and fashion fields. This opens opportunities for the development of chiaroscuro visuals using other techniques. With technological advancements, the visual principle of chiaroscuro can now be applied through digital design and production management using digital printing technique. This research aims to produce fashion products that accurately embody the visual principle of chiaroscuro through digital motif management and digital printing production with specific motif inspirations. The research method used is qualitative, involving primary data from interviews with experts in visual chiaroscuro, material exploration, and field observations. Secondary data is obtained from literature. The result of this research is ready-to-wear fashion products that utilize textiles derived from the application of chiaroscuro visual characteristics.

Keywords: Chiaroscuro, Digital Printing, Fashion Products