

ABSTRACT

DESIGNING EMBELLISHMENT AS A THREE DIMENSIONAL VISUAL ON THE SURFACE OF DIGITAL PRINTING

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The fashion industry influences the development of the design process by presenting the beauty of embellishment as a decorative element to enhance the impression of luxury and aesthetic aspects. In applying embellishment, creativity and skill are needed to achieve an attractive character, such as the use of beading techniques and various materials of beads, swarovski and yarn can increase the value of fashion products through the selection of materials with good quality.

The purpose of this research is the potential to create innovative design variations in the application of three-dimensional embellishments through material exploration, using a combination of beading and embroidery techniques to achieve higher image similarity, and incorporating digital printing techniques as a visualization element.

The type of research is curiosity with qualitative research methods in the form of literature studies, interviews, observations and exploration of materials to achieve appropriate motifs and compositions. The final result of this research is a women's fashion product with the application of three-dimensional embellishment using beading techniques that can enhance, emphasize and give sparkle to motif details on the surface of digital printing without damaging the characteristics of the original motif.

Keywords: Beading, Digital Printing, Embellishment, Fashion, Three Dimensional.