

Eight Principles

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Concept statement

As an encounter of the past and present, this design originated from the idea to transfer Korean traditional folk paintings depicting Chinese characters of moral principles (孝悌忠信禮義廉恥) in the 19th century to garments through modern digital printing techniques. This work attempted to express the symbolism of characters through clothing, focusing on ‘義(righteous)’ and ‘禮(manners)’ among the Joseon Dynasty's Munjado. Munjado is a type of folk painting that was popular art widely spread in public from the 17th to 19th centuries and is a practical painting produced to decorate living space. It formed its own area in techniques such as using dark colors, form exaggeration, and composition repetition (Oh & Lee, 1997) and is now considered representative of Korean pop art. In this work, the characters of Munjado were borrowed, and traditional Korean superimposing techniques (Kim, 2009) were used to express the depth of time and space that penetrated the past, present, and future through the overlap of materials and colors. Choi (2022) has attempted to adopt cultural elements into clothing through digital printing techniques, which is especially meaningful in that this design work was reinterpreted in a modern way by combining traditional cultural sources with futuristic patterns.

Aesthetic properties

The original image (fig.1) is a painting of the folding screen of Munjado, which depicts letters abstractly in the Joseon Dynasty. In particular, this painting has excellent formability by drawing letters freely, even barely recognizable the original characters. In addition, to connect the past, the present, and the future, geometric patterns were made by repeating lines of a certain thickness and incorporated into the costume. The material was intended to have a depth effect by overlapping various colors and patterns using transparent polyester organdy. Especially, the cape was printed on two different layers of material in different sizes and densities, making the image appear out of place, creating a visual illusion as well as adding depth to the flat surface (fig. 2). As a result, various colors and patterns were combined to complete a contemporary fashion design without losing the elements of cultural resources.

Design Methods

On top of the original image, geometric patterns of a gradual linear perspective in vivid tones were placed to create a surrealistic feeling. The design process proceeded in the following order.

- i) It is digitally developed a pattern construction. Firstly, the patterns were drawn on paper, and it was corrected through toile fitting and then digitalized on a life-size using Illustrator CC.

ii) The printing pattern was customized to the life-size front and back patterns. Considering the layer, the original images were mapped to the desired location over the digital CAD pattern.

iii) Geometric patterns were gradually reduced to 95% of the actual size of the pattern block and then placed on the original image. It gives the clothing a sense of space by creating a vanishing point in the middle like a one-point perspective. At this time, color harmony due to the overlapping effect is considered.

Implication

This study is meaningful in that it expanded the possibility of digital printing and modernly reinterpreted historical and artistic design inspiration to provide new applications. The clothing composition method designed to this end appropriately expresses the design concept in a way that minimizes the discarded part and adds a sense of space and three-dimensional feeling to the clothing. Hopefully, this study will give insight to students studying fashion design and practitioners considering historical and cultural sources in fashion design development.



[Fig. 1] Munjado (文字圖), Anonymous, Eight folding screen, Painting, Joseon Dynasty



[Fig. 2] Construction of the cape front ('禮義' applied)

References

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