



Image Color Scale Analysis of Textile Texture Visual in Indonesia Trend Forecasting

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Abstract: Image color scale is one of the methods in the Shigenobu Kobayashi theory. It is uncover picture or visual media to be studying or analysis that can gave a result a match and correlated between color combination, color tone or hue, or key word scheme that Kobayashi made basic of his research. Textile texture visual is a picture in the Indonesian Trend Forecasting (ITF) that use to be guidance in the design that expected can related with market taste in the future. In the textures section, ITF gave us a textile texture visual with no details, intended to give audiences idea, or be inspired with the visual picture. The textile texture visual will be the object of this research with aesthetic approach, focus on color image scale from Shigenobu Kobayashi theory. The purpose of this research is description of textile texture based on image color analysis that can be used as strengthen data for character design themes in ITF, especially in the fashion area.

Keywords: textile texture visual; color image; Indonesian Trend Forecasting (ITF).

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1. Introduction

Indonesian Trend Forecasting (ITF) is a guidance for designers to make a design that expected can related with Indonesian market taste in the future. Content of ITF are themes of character design, which is concerning key colors, shapes, styles, patterns and textures. In the textures section for fashion design guidance, ITF gave us a textile texture visual with no details, intended to give audiences idea, or be inspired with the picture. The effect of this textile texture visual can be interpreted in different language of emotion and psychological. In art and design discipline, visual language can be analysed in aesthetic approach. Aesthetic approach is a study of formal elements design, such as lines, shape, textures, space, color, light, which composed to make aesthetic appeal.

Color on the other hand, has specific theory related to image or psychology. One color can be interpreted or express some emotion, two or more than one color combination can give an image and psychology. Now in the visual world, colors can be provided from photos, illustration, and drawing which is the effect can be analysed by image color theory. Shigenobu Kobayashi is a leader in the field of color psychology, gave Key Fashion Words Scheme that related with Color Image Scale Scheme.

In this research, textile texture visual from each themes in ITF will be analysed with a two dimensional of color image scale method from Kobayashi theory, based of Hue and Tone Color System. The result will be reviewed with Key Fashion Words Scheme that related with Color Image Scale Scheme.

The purpose of this research is description of textile texture based on image color analysis that can be used as strengthen data for character design themes in ITF, especially in the fashion area. Because in the ITF and fashion area many adjective languages are used, therefore the result of this research could be a feedback for ITF. The result of color image scale from object research textile texture visual could hopefully give a new adjective language base on Kobayashi theory that can be matched or correlated with the key word of themes, and key word of color palette from ITF themes.

2. Materials and Methods

ITF launched their guidance for 2019/2020 period in April 2019, with tittle Singularity. The word singularity can be defined as a special, unique, or an odd event as an impact from the development of artificial intelligent (AI). It is unimageable circumstances as if the people in the medieval were being explained about internet technology which would be sounded weird and unexpected. By facing this condition, along comes several unexpected responses poured in four trend theme concepts: Exuberant, Neo Medieval, Svarga, and Cortex [2] (p.7).

Exuberant theme brings the spirit of Pan Asians-young Asian descendants settled in the USA-who becomes successful in art and pop culture. It also represents flourishing Grey, the age of age group consisting of productive, energetic and dynamic people with stylish appearances. Based on Exuberant background, the fashion style inspired by mix culture between eastern and western, street art, culinary art, hip hop music, will be looked sporty-casual, with basic shape of clothing yet unique, mix match. The key colors palette brings cheerful, calming, and maturity. [2] (p.23)

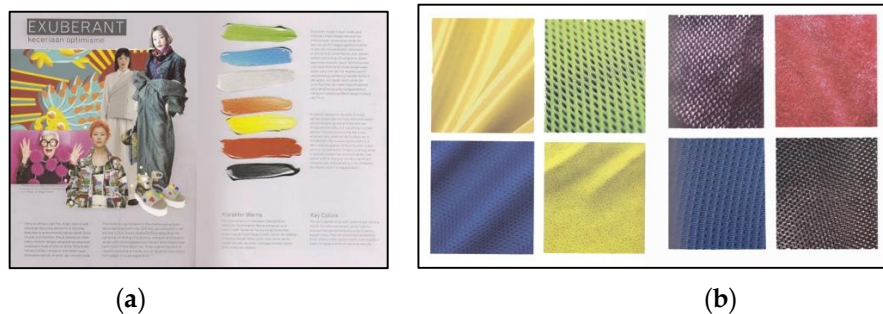


Figure 1. (a) Exuberant theme visualization; (b) Textile Texture Visual from Exuberant theme.

Neo Medieval theme is triggered by the concern of potential World War III, due to conflicting interest of some countries. That looming concern has conceived imagination similar to futuristic war movies. Intergalactic, medieval, futuristic, and apocalyptic atmospheres variously influence Neo Medieval fashion style. Some are elegant and prestigious, some are feminine yet bold, and some others are sturdy, reflecting resilience. The shape of look variant: sleek, loose and oversized. The key color palette gives a dark, heavy, warmer mood, rusty impression. [2] (p.49)



Figure 2. (a) Neo Medieval theme visualization ; (b) Textile Texture Visual from Neo Medieval theme.

Svarga is an interpretation of human’s substantial ideology, which is living in harmony, joy, peacefulness and prosperity on earth. This aspiration is expressed through a warm eclectic styling with rich elements born from various cultural inspirations. A contemporary style combined with ethnic inspirations. The silhouette are fitted to loose and oversized, and the touches of traditional and modern crafts are never missing in the details. Key color representing warm atmosphere of happiness, even cool colors also appear are processed further to appear warmer. [2] (p.75)



Figure 3. (a) Svarga theme visualization ; (b) Textile Texture Visual from Svarga theme.

In Cortex theme, the results of AI exploration are applied as algorithmic shapes, such as fractal form with repetitive lines that creates the sense of growing and moving. The visualized as arrangement and composition of subtle lines. Cortex’s palette show plenty of cool and pale colors in pastel tone. Therefore, complex design lines of this theme would appear calmer. [2] (p.101)



(a)

(b)

Figure 4. (a) Cortex theme visualization ; (b) Textile Texture Visual from Cortex theme.

Color image scale with psychological axes colors method from Kobayashi theory has two and three dimensional scheme, that each psychological axes line represents the character of color. First axes horizontal line is about the temperature of color, which is warm (W) and cool (C). The second one is vertical axes line that contain the range of hard (H) and soft (S) the colors, which is related with the dark, brightness of the color. The last axes (added in three dimensional schemes) is a line or shapes that through the two axes before, which is contains the clear and grayish color. The third psychological axes is based on changing sunlight of color.

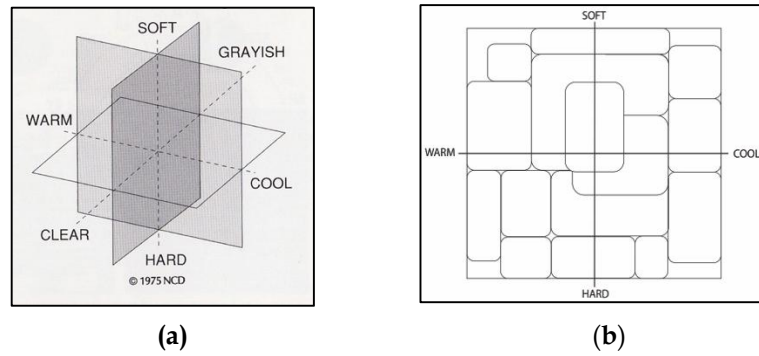


Figure 5. (a) Three Dimensional Color Image Scale ; (b) Two Dimensional Color Image Scale.

The two dimensional color image scale is a method that going to be use in this research, because the classified color of textile texture visual already complex. The complexation are shown with the amount of 3-10 colors in one combination from one picture.

Table 1. Color Image Scale Result of ITF Textile Texture Visual Themes

No.	Theme	Textile Texture Visual	Color Image Scale Result
1.	Exuberant		
2.	Neo Medieval		
3.	Svarga		

4.	Cortex		
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3. Results

3.1. Analysis based on Color Image Scale

Color Image Scale and key word in Kobayashi theory are related one another. Because by consulting the key word image scale and using Color Combination Image Scale as base, the different color combinations can be ordered according to whether they warm or cool, soft or hard, clear or grayish. [3] (p.10). Based the result in Table 1, each themes result will be replaced in color image scale that appear in the picture below.

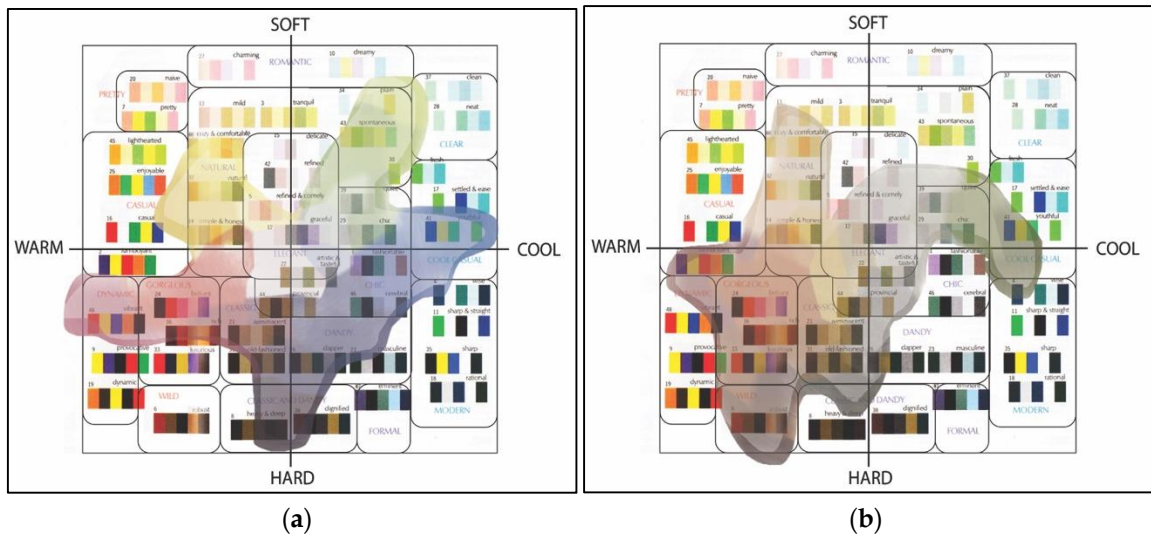


Figure 6. (a) Exuberant color image scale area; (b) Neo Medieval color image scale area.

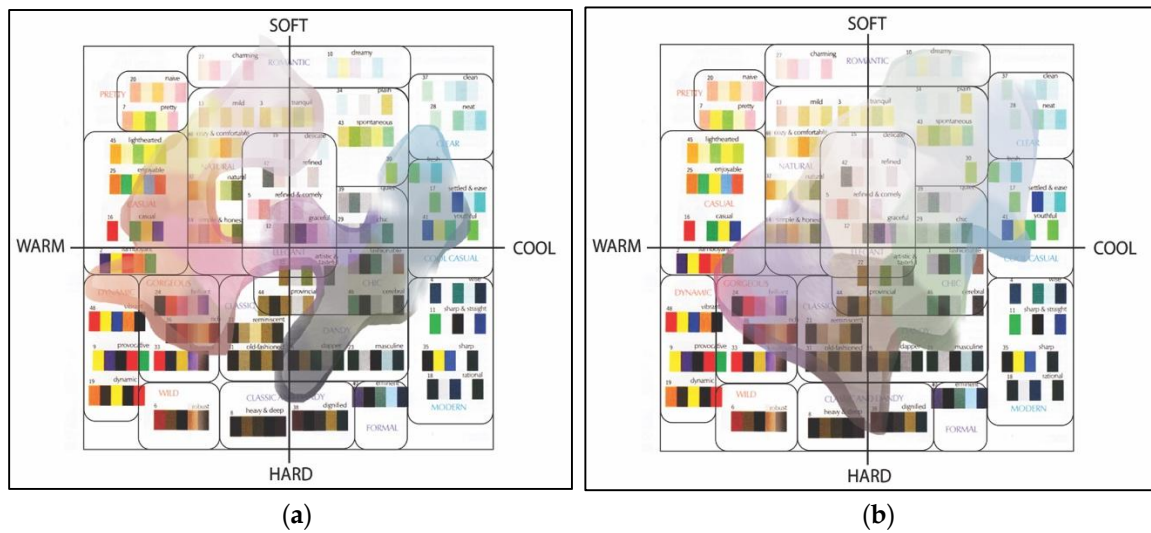


Figure 7. (a) Svarga color image scale area ; (b) Cortex color image scale area.

3.2. Analysis based Key Fashion Words Scheme

As told before that color image scale and key word in Kobayashi theory are related one another. According to Kobayashi, they are not only an aesthetic approach in visual color combination, but also related with the effect image that given by the colors, see figure 8. The analysis of textile texture visual that already been examined has a scoop of area based Key Fashion Words Scheme in this table below.

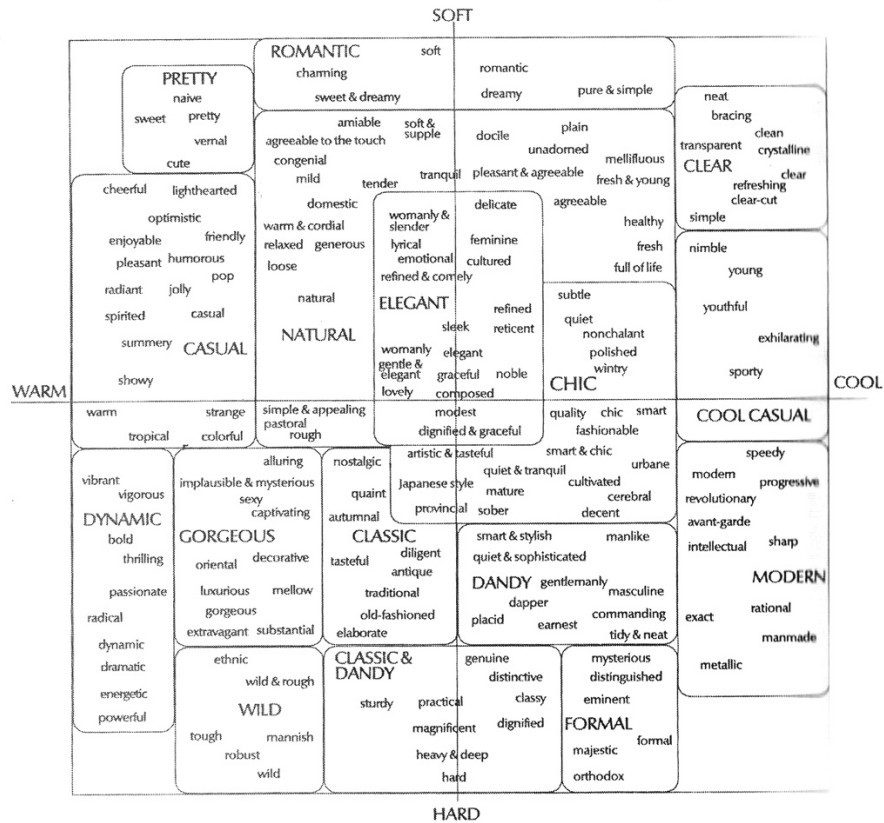


Figure 8. Key Fashion Image Words

Table 2. Key Words Scheme Result of IIF Textile Texture Visual Themes

No.	Match Diagram	Key words match	
1.		Exuberant image	Match result
		Cheerful	Cheerful
		Calm	Mild (synonym)

		Maturity → Mature (basic word)
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Table 2. (Continue) Key Words Scheme Result of ITF Textile Texture Visual Themes

No.	Key Fashion Words Scheme	Key words match	
2.		Neo Medieval image	Match result
		Heavy	→ Heavy & deep
		Warm	→ Warm
3.		Svarga image	Match Result
		Warm	→ Warm
4.		Cortex image	Match Result
		Cool	→ Cool
		Pale	→ Young
		Calm	→ Mild

4. Discussion

Based on Figure 6 and Figure 7, the result of textile texture visual examined closed enough with color image scale. Exuberant theme has a vivid tone in their key color palette, but in result of examine the textile texture visual there is a little bit different of the tone. The result gave us bright color but not yet vivid or contrast. Neo Medieval theme result is dominant replacement near the center of axes, because there is so much brown and achromatic color that is one of the neutral colors. However, there is a little bit scoop area of result overlapping with vibrant color combination. Svarga as one of themes that has many colors, match with the color image scale, because the tone and hue of this theme is bright and vivid. Cortex as the last theme should have scoop near to cool axes, however the result also indicated cortex was also close to the warm axes.

Key Fashion Words Scheme is one of keywords that Kobayashi gave other than interior, and other image field. In the Table 2, there is a match keyword of image that is suitable with the theme of ITF, such as:

1. Exuberant theme that has keywords image cheerful, calm and maturity is match with the color scale which is being proven by the spread of color in axes scheme. Cheerful has meaning of kind emotion that bring out happy, excited, jolly and carefree. Calm and maturity are words that related with maturity which show calmer, more restful, and more peaceful attitude. This keyword image that tells Exuberant is a fun and happy theme can be also used for mature people which is identical with colorful and carefree to trying a new things, which is in the fashion trying to do mix match style look.
2. Neo Medieval theme has heavy and warm as the image keyword. Heavy is related with the darkness of the colors, which can be seen in the result that Neo Medieval has scoop colors that very near with hard axes. Even though this themes has story telling about war, which is symbolized with the dark color, warm as one of the keyword also related. Warm is not only a word that related with temperature, but also is correlated with red or orange as a warm color as symbolized of flame in the war.
3. Svarga theme has many colors in the color image scale result. However, in ITF there is one word of key colors as Svarga guidance which is warm. This what makes Svarga color image scale and key fashion words scheme are positively match.
4. Cortex theme has three key colors which are cool, calm, and pale. These three key colors are match with image color scale or key fashion words which the scale color is in an area of cool axes and soft axes. Cool is related with cool or cold temperature, which is symbolized with blue color. Calm and pale are colors that is near to soft axes because of the mixture with white color. Calm is word that has image serene, and quite related with cool light blue, resemble of blue ocean in light day. Cortex theme brings up AI and hi-tech identic with light colors, which is match with the white mixture and the light of white color.

In the future research, this color image scale analysis should be strengthened with qualitative method, which consisting a perception of the audiences' data as well as a possible visual object to make a semiotic approach, since design is related with language discipline.

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