Image perception according to the tone-on-tone coloration of a Korean skirt and a Korean jacket

Kyung-Ja Kang · Su-Jin Jeong

Dept. of Clothing and Textiles, Gyeong Sang National University

Introduction

In personal perception, clothing is one of the best things to direct other's attention. In clothes, however, there is much difference in the contents and the degree of recognition among individuals. Especially, in clothing design, color plays a more important role than shape and pattern, and this trend is dominant in Korean dress. Because color is perceived differently depending on hue, vaule, and chroma, elucidating the effect of color in the impression formation is very important. While the preceding researches had been performed about the effect on the impression focused on the harmony of color and the structure, the impression depending on the change of vaule and color saturation has not been studied.

Therefore, I intended to investigate the impression dimension and to elucidate the difference in the primary factor depending on the tone of the Korean jacket and Korean skirt using the tone-on-tone coloration.

Method and Procedure

As stimulators, after scanning and inputting the images of persons who wear Korean dress using CAD system (4D-Box 6800 Zun system), the became same color by making the skirt and jacket red, yellow, and green at the same time. After the skirt and jacket became four kinds of tones, vivid, light, dull, and dark by altering value and fixing chroma in the assembled color, these tone-on-tone coloration stimulators 48($3 \times 4 \times 4$) were used for the investigation of this study. After selection of 34 pairs of adjective words to measure the impression of the person wearing the Korean dress, the significance differential index questions were deduced from 24 pairs of adjective words to 5 factors by analyzing the factors.

The subjects were 576 woman college students at Gyeong sang National University living in Jinju city. The investigation was carried out at lecture hall at the time between 10 a.m. and 3 p.m. from May to June 2003. The data for this study were statistically manipulated by the SAS program. The data were analyzed by factor analysis, ANOVA, LSD test.

Result and Conclusion

Impression factor of the stimulus consisted of the 5 different dimensions(youthfulness and

activity, attractiveness, gracefulness, visibility, tenderness).

In the difference of image about red tone-on-tone coloration, especially the concentration of attention factor, a Korean jacket was perceived as a weak, soft, tender, and timid image when it was color-matched with a light tone Korean skirt.

In the difference of image about yellow tone-on-tone coloration, each Korean jacket was perceived as a light, young, and active image when it was color-matched with a vivid, light, dull tone skirt in the category of youthfulness and activity factor. And it was perceived as an old and inactive image when it was color-matched with a dark tone skirt. In the tenderness factor, each Korean jacket was negatively perceived in the coloration with a dark tone skirt, so that it was perceived as a hard image when dark tone was color-matched with a skirt covering large area, as a warm and soft image when it was coloration with a vivid or a light tone skirt.

In the difference of image about green tone-on-tone coloration, each Korean jacket was perceived as a courteous, old, and inactive image when it was color-matched with a dark tone skirt in the category of youthfulness and activity factor. The attractiveness factor was negatively evaluated in a same tone coloration and a vivid tone skirt. It was highly evaluated even when the coloration of the upper and lower garments was changed from the light tone jacket and the dark tone skirt to the dark tone jacket and the light tone skirt. Thus, it suggests that the coloration of green light tone and dark tone was perceived as an attractive and favorite coloration regardless of the position of upper and lower garment.

In conclusion, in the tone-on-tone coloration of a Korean skirt and a Korean jacket, all colors, red, yellow, and green, were negatively evaluated in the case of same tone coloration in attractiveness factor. In the red same tone coloration, all of the 4 kinds of tones were shown to be inactive, old, heavy, little attractive, and not intellectual. In same dark tone coloration, all 3 kinds of colors were shown to be negative in youthful activeness, attractiveness, and tenderness factors. Each dimensional image was affected by the character of color, also the evaluation of countenance showed the meaningful difference depending on tone. Thus, we can comprehend that the influence of tone as well as color affects the evaluation of an image.

Reference

Kyung-Ja Kang(2001) A study in the Perception of the Harmony of Coloration in Traditional Korean and American Students-On the Tone in Tone Coloration-, Journal of Korean Society of Clothing and Textiles, Vol.25(4), pp.731~742.

Kyung-Ja Kang(2002) A study in the Perception of the Harmony of Coloration in Traditional Korean and American Students-On the Tone on Tone Coloration-, Journal of Korean Society of Clothing and Textiles, Vol.26(3/4), pp.443~453.

Kyung-Ja Kang · Suk-Kyung Paeng(2004) A study in the Perception of Tone on Tone Coloration in Traditional Korean Dress-By Korean and American Students-, Journal of the Korean Society of Coctume, Vol.54(8), pp.15~16.