

A Study of Fashion Art Illustration

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Abstract

The advent of the information age, advancement of the multi-media, and proliferation of internet are all ushering-in a new era of a cyber world. The artistic expression is unfolding into a new genre of a new era. In the modern art, the boundary between the fine art and the applied art is becoming blurred, and further, distinction of fine art from popular art is also becoming meaningless. The advancement of science and technology, by offering new materials and visual forms, is contributing to the expansion of the modern art's horizon. As fashion illustration is gaining recognition as a form of art which mirrors today's realities, it has also become increasingly necessary to add variety and newness. Fashion illustration is thus becoming the visual language of the modern world, capable of conveying artistic emotion, and at the same time able to effectively communicate the image of fashion to the masses.

The increasing awareness of artistic talent and ingenuity as essential components of fashion illustration is yielding greater fusion between fashion illustration and art & technology. This has resulted in the use of the advanced computer technology as a tool for crafting artistic expressions, such as fashion illustration, and this new tool has opened-up new possibilities for expressing images and colors. Further, the computer-aided fashion illustration is emerging as a new technique for expression.

The concept of fashion illustration, history of fashion illustration from its inception to modern date is reviewed and the simplicity has been researched throughout past studies published in Korean and overseas Journals.

Key words: art illustration, expression, fashion, image, style

I. Introduction

In the 20th century, the general evolution of the society becomes pluralistic by the advancement of mass media, the unstable situation, the limited warfare, natural disaster, and environmental disruption, etc. And this kind of fin-de-siecle unrests gave a big influence in each field of architecture, pictures, designs, fashion, etc. The fashion, as the cultural phenomenon, describes

the situation of each time and is also reflected in its closely related fashion illustration. Furthermore, as the boundaries of the fine art, the applied art, and the popular culture become blurred, there appears very clearly the phenomenon to combine art and fashion.

It's commonly called "Fashion Art" to combine art and fashion. Furthermore, its meaning can extend to a general term to call all the arts which can be the communicable language in the

subject of fashion as a basis of social existence.

Fashion Art refers to one out of the following three cases; one case is to bring fashion to art works, another is to apply the arts to fashion materials, and the other is that the artist and the fashion designer participate in the group work & exhibition by the desired planning.

In a broader sense, fashion art illustration is a subset of the fashion art and thus can be categorized as any of the above three cases.

The expression ways should be considered variously so that Fashion Art Illustration might reflect the artist's creative and artistic nature. As Fashion Art Illustration is recognized to be very important in its artistic and creative nature and creativity, it has tried to connect to various technology and art fields.

Most of local study on fashion illustration to-date have been centered around an actual piece of work, focusing on the artist's inspiration or technique, or dedicated to examine a short period of time. This study endeavors to broaden the boundaries of fashion illustration, shedding light into this new form of visual art and formative language.

This study will show the definition and the characteristics of Fashion Art Illustration for the theoretical background and look around for the history of Illustration by century and its features from the past to the present through the domestic and foreign literatures.

II. Theoretical Consideration on Fashion Art Illustration.

1. Definition of Fashion Art Illustration

'Illustration' has the dictionary mean of 'an

instance, a cut, an explanatory drawing, an example, etc'. Its origin is 'Illumination', which is the compound word of 'Lim-Limm' and 'Luminer'. Also, 'Lumination' can be explained differently such as 'a drawing for lightening', 'one for looking better', 'one for description', and 'one for interior'.

As you see in the above, 'Illustration' does not mean only 'to move an abstract language into picture' but also 'to extend the cycle of the mean by adding one symbol on the other ones'.¹⁾

The original word of Illustration is 'to make light explain'. It means that the sentiment of invisible world is clearly opened and defined to public through lighting and visualization. In other words, it shows the nature of communication to inform to human beings', which describes the characteristic of Illustration as it is. Therefore, Illustration is an internal expression world by human being's imagination and has a communication function as the meaningful drawing.

Putting it concretely, Illustration might be "Cuts" in newspapers, magazines and advertisements to supplement or highlight the content, while its definition in the study of Art, is "the drawing to be ordered" that the traditional sketch of human body is done for others by drawing or painting within the fine art.

Illustration is the picture for an advertisement of magazine and printing in which an idea is expressed with visual effect of photos or pictures.

It means to "Visual" including actuality, comic, cuts and design as well as pictorial expression, and to 'Plane or Cubic Molding' which is drawn, made or sculptured in various expression forms.²⁾ Also, Illustration is a drawing that a traditional sketch of human body is done and published with texts for others by drawing or painting within fine art, and the picture to be ordered for some purpose.³⁾

In a broader sense fashion art illustration is a subset of the fashion illustration

Amid the blurring boundaries between the fine art and the commercial art, in a world where the fusion art is increasingly accepted as part of the established code, the fashion art illustration attempts to create a diverse form of images from different angles.

Manferedo Massironi said to suppose Illustration to be 'the total of images' to find the true meaning through the image and its corresponding linguistic interpretation. It means that Illustration communicates the abstract images that the artist wants to deliver through the symbolization, not that it expresses just the things to be explained in language into drawing.

In modern term, illustration is 'Communication Art' with the concept to reflect the culture, the spirit of the times, and the artist's spirit. That is, Illustration plays a role not only as the marketing or information communication at the present time but also as very important media of communication art to form the visual environment of humanism.⁴⁾

2. Characteristics of Fashion Art Illustration

Fashion illustration purposes to deliver the meaning of fashion and the image based on human body and clothes. In other words, its purpose of fashion illustration puts on the meaning and the value of the fashion. Accordingly, the characteristic of fashion and illustration is 'Visual Communication through Color and Shape' to visualize and describe the fashion images, or to communicate the fashion information. That is, the Fashion Illustration, which describes aesthetically the formative factors related to fashion design, should keep up with trends or social changes sensitively and fashion

images become to express in the various way. So, the solid & carved formative expression comes out with the plane expression including the hand drawing, mechanic expression like the photograph, and the geometric expression with computer.⁵⁾

Illustration is divided into two main streams by its purpose; one is the explanatory illustration for tailoring and the other is the pictorial illustration in which the artist expresses the internal world of the fashion with his own interpretation and personality. For the convenience sake, the former is called "Style Illustration" and the latter "Fashion Illustration". The one is the explanation diagram-like illustration related to dressmaking and the other describes not a concrete specification or instruction but the whole style of dress with the artist's interpretation and character.⁶⁾

Since the 20th century began, illustration has been divided by the development of fashion illustration and the artistic capacity has been show in the image-based fashion illustration.

If fashion illustration focuses on the direction of the social fashion to make the continuous change and develops the personal expression with the freedom of expression, it will contain the esthetic and sensuous artistic value along with its functional value. Even though it has ever relegated by photograph - one of the realistic techniques, Fashion illustration is recently emerging in each kind of advertisements or even in the pictorial of fashion magazine as its great creativity becomes recognized to have the strong persuasive power.

While its reality is scarce, fashion illustration brings it out to form easily the imagination and enable the artist to omit, to exaggerate and to distort for highlighting images.

Fashion illustration can concretize the artist's

desired concept - the fashion image as it reflects the finality by purpose, the identity to show the artist's creative works, the phases of the times to show its spirit as well as the fashion message that the artist wants to deliver.

3. History of Fashion Art Illustration

Since ancient Egyptian ages, human beings can guess the shape of the past clothes to see the drawings such as a wall painting. In the 16th century, as the creative activity was highly increased, the fashion plates were much made to describe the shape, the colors & the details of clothes. These fashion plates, however, was considered to express the social custom of this ages rather than to mean the fashion illustration.⁷⁾

By the end of the 19th century, Fashion Illustration had not gotten out of the category of style drawing to shows the actual "Reenactment".

The history of Fashion Illustration is broadly classified into the period of the actual reenactment before the 20th century and the transition period of fashion illustration after the 20th century. It can be said that the true fashion illustration started in the early of the 20th century to contain the purpose of expressing fashion image,

1) Before the 19th century

In the 14th century a large quantity of copy was possible with the start of the copperplate print and Gutenberg's invention of the typography which could be a driving force to develop a fashion magazine. The main subjects were concerned about the record of clothes, the popular clothes of high class or the stage costume. In this time, it was regarded as the record to describe the social costume as the artist's pure work rather than as fashion

communication or the precision of costume itself. Those models could be found in Renaissance masters' sketches and woodblock prints.

The first fashion illustration with the clear objective of fashion communication, was found in the magazine, 'Le Mercure Galant' that, as the new knowledge and desires on mode were increased in the 17th century's French Palace, had been published to deliver fashion information by six months from 1672 to 1715 along with literary yearbook or other publications. The new mode was embodied and popularized by the pure painters.

Also, Aubrey Beardsley to reflect the style of Art Nouveau and Toulouse Lautrec affected by Japanese woodblock print appeared as a starting point of fashion illustration & art and have given big influence up to now.(Fig.1)

As you see in the above, the fashion illustration did not expressed the artist's characteristic or image but had only the limited function of realistic 'reenactment' to describe the details such as cutting line, the shape of creases, textile, the number of buttons, etc.

2) In 1900's - 1920's

As the photograph has been introduced to mode magazine and fashion advertisement from the end of the 18th century, the traditional illustration technique couldn't compete with the photograph regarding the realistic description. In this situation, the fashion designer, Paul Poiret (1879-1944) felt the requirement for new level illustration, so he used fashion illustration as the medium to express his own images and started the relationship between designer and illustration. Afterward, it took the opportunities to draw many artists into the fashion illustration works.(Fig. 2-3)

The emerging Fauvism and Cubism gave an



<Fig. 1> Aubrey Beardsley, Fashion Drawing in Vogue



<Fig. 2> Gerge Lepape, 1911, Fashion Illustration



<Fig. 3> Paul Irvie, 1908, Fashion Illustration

effect on fashion illustration as well as on the style of Art Deco. In this regard, the color theory of Fauvism was expressed to be bright and splendid and the shape theory of Cubism was shown to be plane and geometric screen composition of.

In 1910's, there arose Art Deco of the eastern, the decorative and romantic expression style. To draw the oriental colors and the mystery atmosphere under its influence, the elaborate and neat images were reflected in the fashion illustration.

In 1920's, as an industrial design had been affected as a whole by the formative movement of Cubism Constructivism, the picture of fashion illustration transformed to the simple image to use straight line instead of curve. And it got the subtle result from the woodblock that was plane-processed and neutral tints-colored. This shows the complete ground of the legitimate Art Deco.

3) In 1930's -1950's

From the 1930's, the fashion transformed to

softer and more natural-running feminine silhouette from the rectilinear. Also, along with the birth of this new silhouette, the fashion illustration world had an aspect of the pictorial image rather than the graphic image. In this regard, the pictorial background put on the expressionism, i.e., it was characterized by the lines that are free and expressive through the typical skillful manipulation of Expressionism based on the traditional pictures.

In these days, Karl Erickson(1981-1958) showed how to make drawing with the free skillful manipulation in pale coloring.(Fig.4) And a surrealist, Salvador Dali worked and studied Fashion Illustration in the art level as well as he actively tried to interchange it with the fine art. The fashion illustration between 1930's and 1940's was differentiated by the added fashion message, but it still had the pictorial base as if it showed one piece of picture.

The then fashion illustrators who were mainly affected from Henri de Toulouse Lautrec (1864-1901) and Edgar Degas (1834-1917), were Eric,



<Fig. 4> Eric, 1931, Fashion Illustration in vogue



<Fig. 5> Eric, 1938, Vogue Fashion and Surrealism



<Fig. 6> Antonio, ANTONIO 60.70.80

Buche, Beraar, Gruo, etc. Their style of drawing has a graceful and feminine atmosphere to highlight the silhouette of clothes for the line-centered simple background.

Surrealism, to be technically free by collage and empirical photography, is recognized as the art movement to give great effect on the postwar modern art and illustration field.(Fig.5)

Illustration in the 1950's was based on the legitimate drawing style of the 1930's to the 1940's that looked like one piece of painting, and it had a trend of line highlight and simplicity. The expressive silhouette was highlighted by blush, pen and conte, while the narrative background was left out and the use of color was decreased remarkably. This kind of expression can be found in the modern fashion illustration.

4) In the 1960s -1970's

There came out new fashion phase of the 1960's.

In the art world, the concrete formative consciousness of Pop Art emerged to revolt

against the subjective aesthetics of abstract expression, which affected the clothes to use new materials such as metal, glass, paper, vinyl, etc.

Modernism of Pop Art and the cult of youth swelled up to fashion illustration.

In this correspondence, a Spanish illustrator, Antonio tried to express public and mass productive images based on the Modernism of Pop Art, escaping from noble and aristocratic ones.(Fig. 6-7)

After the 1960's, as the standardization by industrialization has affected on fashion illustration, the fixed formative image became one of the general features.

In the 1970's, as the fashion was returned to adult fashion from young one, the romantic mood was revived to lengthen the skirt and to do up the body shape more beautifully. This made the simple line in the 1960's transferred into the expressive line and the proportion extended to 13-14 life-size by highlighting the length. On the other hand, some artists including Antonio extended their field of expression by taking the



<Fig. 7> Antonio, ANTONIO
60.70.80



<Fig. 8> Gianfranco Ferré, 1982,
Fashion Illustration



<Fig. 9> Mats Gustavson, 1983,
Fashion Illustration today

paint and the collage techniques using paper and screen tone.

5) From the 1980's to the present

There existed many of temporary popularities in this time than for the past decades, even though the big change as like 'Minimal' factor emerged in fashion.

The most striking feature in the expression of the 1980's fashion illustration was the new interpretation on human body and the change of the related expression style. (Fig. 8-9) The style of fashion illustration has reflected the spirit of each time, while it was not escaped from the traditional beauty concept because it is regarded as the method to enhance the beauty of the clothes at least in the expression of human body.

The artists in the 20th century tended to disassemble, distort and reconstruct a human body of their own will. Nevertheless, fashion illustration was exceptional in this trend.⁹⁾

Since the 1970's, the photography seemed to be brought to the fore due to the control of Hyper

Realism, while fashion illustration seemed to move backward. However, at the present time, there are showed more creative works, unlimited imagination & ideas, and the various changes in the technique. Accordingly, fashion illustration creates new image to meet the needs of the times and extends its field as it absorbs diversely a collage, an air brush, the composition of photography & illustration, a block print, C.A.D (Computer Aided Design) by computer as well as hand drawing to obtains the effects to overlap more than two images. Also, it expresses cubic effects using the various embossing and extends its field on the benefit of the art expression of the new technology & media applied to visual art field and with the acceptance of computer graphic.

4. Classification of Techniques

1) Plane Expression

The plane expression had been used for the realistic reenactment by the end of the 19th

century and is being developed as the most basic expression method. After the 20th century, the expression technique seems to be more diverse as it has been developed for the image expression. Besides the hand drawing which is made mostly on the paper, it extends the expression by using new materials or medium such as block print, airbrush, connection with Indian ink & photography, computer graphic.

(1) Hand Drawing

The mostly used materials are the most basic expression materials such as pencil, pen, charcoal, conte, colored pencil, pastel and water color, acryl colors, poster color, marker, etc.

The hand drawing technique is the oldest form of expression, but depending on the artist's ability it can generate some of the most dynamic work of art.

Although with easier access to material, it demands greater ingenuity and creativity in expression.(Fig.10)

(2) Air Brush

It's the expression technique to spray ink for



<Fig. 10> Tonu viraman, Fashion Illustration

coloring by using compressed air without brush. In the modern art, there are many unique pictures by Surrealist using airbrush. Hyper Realism is also the technique to make it possible to express the details such photograph or to describe the natural expression that is very difficult by hand. (Fig.11)

(3) Woodblock Print

It was the mostly used technique in the early fashion illustration before the photography emerged or the press was generalized. In the 17th century, Etching technique had been used mainly as the print technique to express the details in spite of much limitation before the photography spread out.

In the 19th century, there were introduced various print techniques such as Engraving, lithograph, silkscreen, monoprint, etc. which are used to highlight unique and personality even at the present time when is much advanced technically.(Fig.12-13)

(4) Indian Ink

Indian ink, the oriental painting technique with a



<Fig. 11> Kareem liya, Fashion Illustration



<Fig.12> Michael Roberts, Fashion Illustration



<Fig.13> Francois Berthoud Fashion Illustration



<Fig14> BELVEDRE
FASHION LOOK



<Fig. 15> Maurice Tabard ,1944



<Fig. 16> Kang Hee Myung



<Fig. 17> Kang. Hee Myung

A study of Fashion Illustration employin Matisse Paintings 1999

long history, is using the single material, Ink. With the ink gradation and the power of brush, it can express even three-dimensional effect and texture as well as the shades & the movement of light. Indian ink was not limited to oriental art technique, and has been made several trials to apply new techniques.(Fig.14)

(5) Photograph

The development of the photograph has influenced much on all of the visual arts as well as

on illustration. The technique to use photograph is advanced to Photo Collage to combine picture and photo, the series of Photo Montage to compose the photos, and Photo Grid to lattice the different mage photos.(Fig.15)

(6) Computer Graphic

The development of computer technique is the new art field to open new possibility of the expression. As the connection between the science and the art is represented with new

expression technique of new shape & new image, it is extending the field of fashion art illustration to show unlimited possibilities like the composition with the pictures, the connections with hand drawing and with the relief expression, etc.(Fig.16-17)

2) Cubic Expression

In fashion illustration, the creative techniques begin to appear in highlighting the molding of clothes with various methods to describe the texture of the materials and the expression of design as well. In order to express the texture of materials, fashion illustration should be escaped from basic expression techniques and transfer into the cubic and sensitive techniques as follows.

(1) Papier Colle

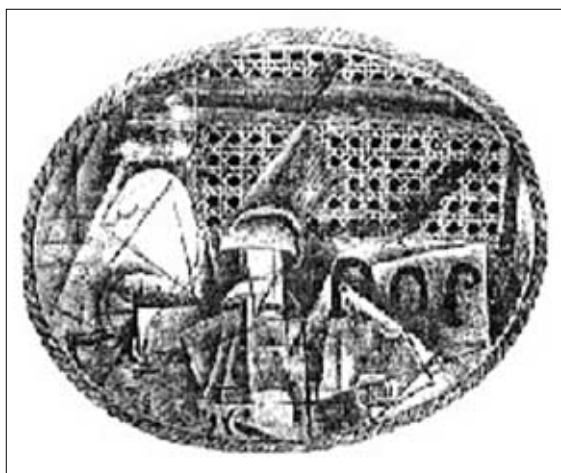
Papier Colle is referred as the collage to use a paper as material, which is differentiated from the present general collage by the used materials and is limited to the case it put the formative value in priority.

In the part or whole of its works, there are one or many sides where the papers with different textures and colors like newspaper or wall paper are cut, pasted, put side by side and overlapped, and then the lines or the colors are added by charcoal or coloring on the above. The artists to use this technique mainly are Braque and Picasso who designed the technique to draw out aesthetic effect by pasting up various papers on canvas.(Fig.18)

(2) Collage

'Collage', came from a French word, Collier (paste), mentioned to the technique to cut and paste the common inartistic materials.

The word, 'Collage' used in the modern art was set up as Alfred Barr Jr. gave 'Paper Pasting' the name of 'Collage' in the 20th century and divert its meaning to the picture technique to paste printing, fabric, metal, pieces of wood, soil, and leaves on the screen for composition. Papier Colle tried by Cubism, became diverse by Dadaism and its meaning & methods became broader.(Fig.19)



<Fig. 18> Pablo Picasso ,1911



<Fig. 19> Kim.Hye.Kyung. ,1999

(3) Frottage

Frottage has a meaning of <rubbing> & <scrubbing>. It's the technique to make the texture of material exposed at the surface of paper by pressing with palm or rubbing with pencil or other equipments after the paper put on the uneven side or the surface with enough texture of material.

It is showed to express unevenness effectively on the white paper on pressing the paper on the uneven side strongly by palm.(Fig.20)

(4) Embossing

Embossing is the technique to make the dress pattern with thick paper and then to imprint by press, which is available both of embossing and engraving expression. These techniques are easy in expressing the visual texture of materials.

In case the pressure is strong in print, it's proper to call 'Press'. Even if the materials are not thin and soft, it can make unevenness by pressure. It is expected to makes the change to feel at hands and the effect of light in the form of

shade.(Fig.21)

(5) Paper Molding

At the present times, as the new characteristic and various materials and techniques are introduced to each of molding art fields, the immanent self-expression and the creative molding are made, and many of experiments & researches are emerging in the form of paper sculpture. So, it makes the paper communicate for itself and the paper can be a material and medium. Also, it is the important factor to develop 'paper molding' as an individual genre that the paper expression is highly inspired through 'paper manufacturing by hand to participate personally in the manufacturing process of paper materials.

The paper played the primary role to provide the plane surface for pictures and prints in the past times, but it appeared to be the important visual communication medium to search for new expression as it has been developed as the potential materials.(Fig.22)



<Fig. 20> WALTER CRUMP, Bograbe, 1975



<Fig. 21> Lee, Mi. Jung, 1994



<Fig. 22> Cho.Sun.Ohk ,2000

III. Image Expression Style in Fashion Art Illustration

1. Concept of Image

Dictionary definition of image broadly translates into visualizations of forms, shapes, visions and pictures. In the original sense, an image signifies a form that resembles the original, a visual object that is mirrored unto a different type of object. In the field of art, an image is a form of expression employed by the artist to metaphorically capture an object of beauty. Arheim defines an image as a figure borne in the mind of a viewer with structural congeniality to the visual object. Accordingly, appreciation for images expressed in the illustration can be found from the interpretation of the corresponding code.

New visual communication is required for new culture and the spirit of times in our times, even though many of traditional visual languages are used continuously at the present time. Since the traditional descriptive illustration could not meet to the request of the times, the graphic artists of Pictorial Modernism emerged after the 1st world war, thought out newly 'communication image' to express machine age and its inspired visual concepts. Through such a similar efforts to search for new shapes and images, Conceptual Image had been developed in graphic design for decades after the 2nd world war.

The art movements in the 20th century, such as Cubism to structure the space topologically, Surrealism to pursue juxtaposition, avant-garde & the change of scale, Expressionism and Fauvism to take pure colors from nature, were inspired from Pop Art to revive images in mass communication media.⁹⁾

2. Expression of a Conceptual Image

Techniques to express conceptual image are associated with disposition and composition of multiple images. Manipulation of the point of focus can be achieved though various means, including symmetrical arrangement or contrasting disposition

1) Combination of dual image

Dual image can be produced to deliver the strong image through the contrast of the unbalanced images. Also, the dual image exists when one image can be derived from another image.

The "Bull Head" of Picasso, which consists of bicycle handle and saddle. This old bicycle is a good example to find the strong dual image described by the artist's imagination. (Fig.23-24)

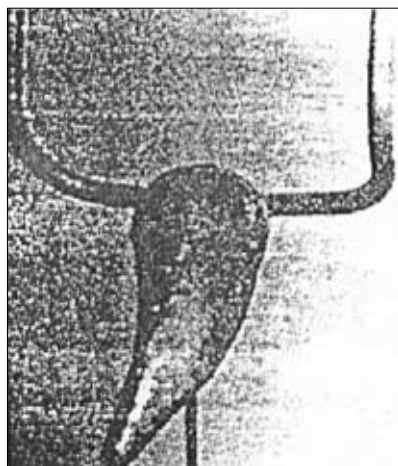
2) Symbolism of Image

In the present times flooded by lots of information, it's very significant to make much of knowledge understood at a glance with the symbolic expression on things and thought and to overcome the barriers among various languages through its symbolic expression.

Symbolic images, that is, literal images with an example of shadow or footprint, enables to be visual 'Marks' in the literary of thing itself. For example, the print or the sketch includes spots and fingerprint, which appears to be integrated

simultaneously within design even if they are still recognized as themselves in literary. The symbolism of image is expressed in the simple form through the simplification and the symbolization of the shape

In addition, the symbol can be the visual replacement of the others in Illustration, one field



<Fig. 23> The Story of Art



<Fig. 24> The Creative Illustration book, 1995



<Fig. 25> Levis series of advertisement

of formative visual languages. Therefore, symbol is very important formative means in Illustration.¹⁰⁾

The advertising illustration of clothing to show the symbolic meaning by reducing images to have the simple statement, which gives the strong symbolism with the simple color-contrast and the simplified shape.(Fig.25)

3) Mystification of Image

Mystification of image is new images that graphic designers created by taking rapidly Surrealism to introduce the unconscious world to pictures in the metaphysical and surrealistic trends.

Surrealistic expression provides the moderns with the unknown mysterious world to become formative by high level integration of the contrary worlds like dream and actuality, truth and lie, rationality and irrationality(Fig26)

4) Image Drawing

The funny images are being introduced in today's Illustration in order to strengthen

communication function. The visual or literal humors play an assistant role to makes our human life speeding softly and smoothly.¹¹⁾

If the history is compiled from the mid of the 1970's to the 1990's, a graphic design of Post-Modernism will include computer, secret languages, historian, the taste of decoration, information-related design, etc. The biggest feature emerged from Postmodernism is the essential sense like mischief and humor.

Mischief ethics of Postmodernism was started from the design language with a short life which had been created by the inspiration of Funk in the Post-Psychedelic times, the early of the 1970's. Funk was alive for a few years and replaced with New Wave. New Wave accepted the primitive visual expression of funk style and changed it to the visual language with syntax. This kind of images are found in many geometric symbols and decoration, and often in humorous images borrowed from past commercial picture manual.(Fig.27)



<Fig. 26> The History of Graphic Design, 1997



<Fig. 27> Yosef Eliyahu Chelouche, Biennial Of Illustration



<Fig. 28> The world of Design ,1993



<Fig. 29> American Showcase 21st edition Illustration book 2, 1998

5) Concoction of Image

For image highlighting, the images are given with vitality by concocting from popular portrait or matters. Illustrators concoct a medium of photograph on common pictures, make montage and correct with airbrush. It is the technique often used by pop artist along with the reproduction and imitation of image.

To apply Gogh's self-portrait to beer advertisement. It shows the strong image by

making up Gogh's ear that doesn't exist in the original picture and making its logo inconsistent with clear beer-cup and the original of portrait. (Fig.28)

6) Reproduction and Imitation of Image

Image imitation shown commonly in the modern art, makes new image accustomed through the reproduction of familiar images. Reproduction is only for original image to be cited

for itself, and but also to take other images in itself. The meaning of image is much changed by things by side or by its next.

Visual imitation in visual art emerges as 'Parade', which imitates the serious subjects in meaningless or stupid manner.

For the recent years, historism has given an effect on the modern graphic designer and have produced many pieces of parade-trended works.

To reproduce the photo of the movie star, Marlin Monro under the lettering. 'Hollywood' and make it collage, and to use other popular stars and the public food, Cambella can which is also the work subject. (Fig.29)

IV. Conclusion

This study is summarized and concluded as follows.

Fashion Art Illustration to reflect the situation of the times, recognizes the importance of the artistry & the creativity, and is being developed creatively through the connection to various techniques.

The internal expression style of fashion art illustration is divided into the style using human body as medium and the one using the mixture of human and inhuman. And its techniques are firstly divided into the plane expression and the cubic expression. In more details, the techniques of the plane expression are hand drawing, block print, Indian ink, photograph and computer graphic, and the ones of cubic expression are Papier Colle, Frottage, Embossing, paper sculpture, etc.

Since the present new culture and spirit of the times requires for visual language in art, many of image expression techniques are used in

Fashion Art Illustration.

The art movements in the 20th century, such as Cubism to structure the space topologically, surrealism to pursue juxtaposition, avant-garde & the change of scale, uses the combination with the images of Pop Art and the detail techniques are combination of dual image, symbolism of image, mystification of image, picture of image, concoction of image, reproduction and imitation of image, etc.

On the other hand, the representative expression styles of Fashion Art Illustration are Art Nouveau, Art Deco, later impressionism, Fauvism Expressionism, Romantic Expressionism, Surrealism, Pop Art, Pluralism, Realism influenced by the times, the cultures and the trend of art and a oriental painting, animation affected by other genre.

As a result to investigate how the expression style of Fashion Art Illustration was affected by the background of the times, it's proved to give a meaningful effect as a whole on Fashion Art Illustration based of the trend of art and culture. Accordingly, it's required that we study for the features of the times as well as the current culture and the trend of art to find the future direction of Fashion Art Illustration.

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