Sensibility Images of Korean Traditional Motifs Cognized by American College Students

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This study was conducted to investigate sensibility images of Korean traditional motifs cognized by college students in U.S.A.

Five hundred sixty eight subjects, including two hundred seventeen male and three hundred fifty one female undergraduates rated forty eight stimuli on questionnaires composed of 7-point semantic differential scales of fifteen adjective pairs.

Twelve motifs selected from 3 groups of Korean motifs were used as motif stimuli. Twelve repeated patterns were constructed from them to be applied on a CAD-simulated dress.

The data were analyzed by Factor analysis and Varimax rotation, ANOVA, and the Duncan's multiple range test. The major findings were as follows:

1. Four dimensions were emerged accounting for the dimensional structure of the images of Korean traditional motifs. These dimensions were 'quality', 'simplicity', 'cheerfulness', and 'Among them, 'and 'simplicity' were the major dimensions.

2. Category, interpretation type, composition type, and application object had significant effects on the images of above-mentioned dimensions. The interpretation type had a significant effect on 'quality' image, the composition type on 'cheerfulness' image, and the application object on 'modernity' image.

3. When Korean traditional motifs were applied on pattern or clothing design, the following aspects in common were found.

1) The clothing design applied with single motif was simpler and more solemn, but the one with repeated motif more complex and cheerful. The pattern design was more complex.

2) The clothing design using Korean traditional motifs was more modern, but the pattern design was more classical.

3) Lotus motif of realistic type presented more cheerful image and cloud motif of stylized and abstract type simpler image. Crain motif of decorative type presented more quality, solemn, and complex image, and cloud motif of decorative type presented more quality and

cheerful image. But crain motif of realistic and abstract type and cloud motif of stylized type presented low-quality image.

4) Decorative type was more quality and complex than other interpretation types.

5) Crain motif presented with single motif or pattern design had more solemn image.

6) Cloud motif presented with repeated motif or pattern design had more cheerful image.