A Theoretical Approach to Image Making

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ABSTRACT

In the 21th century, the age of image, people express and are evaluated with their images. Image making, as behavior of creating image, is rapidly spreading in the society. Thus, the purpose of this study is to investigate the precise concepts of image making, and the meaning of personal image and fashion styling in image making.

Based on previous studies in clothing for a theoretical examination of the concepts of image making, and the meaning of personal image and fashion styling in image making, we have analyzed and studied the concepts of image making generally accepted in the society.

The results of this study are as follows.

First, personal image making aims at the establishment of one's own identity through the ideal image construction.

Second, the establishment of one's own identity through building up his ideal image is completed through fashion styling.

Third, image making increases one's personal values and competitive power to implement its ultimate goals.

In this study, we have proved that image making makes people establish their own identity by building up their ideal images through fashion styling.

Key Words : image making, personal image, fashion styling

Ⅰ. Introduction

Image is a kind of strategy, which is proved by the fact that the society has become a field of image competition on the sides of culture, economy, politics, and individuals. As the necessity and importance of image have been prominent for people due to the improvement of living standards and the change of thought, people make particular images from emotions of visual perception, which they have felt unconsciously, and share them in the society.

Image making satisfies people in a comprehensive meaning relevant to various aspects of personal images, company images, political images, cultural images, and art images, and aims at the establishment of identity by the construction of ideal images, which are suitable to the fields respectively.

Though image making as such, is rapidly

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spreading and demands for it are sharply increasing, its meanings are much distorted due to imprudent information and the establishment of its precise concepts is unsatisfactory because of absolute lack of previous studies. Thus, this study regards it as its goal to investigate the precise concepts of image making, which seems to be a social issue, and examine the meaning of personal image and fashion styling according to them. Particularly, this study has significance to the effect that it presents a theoretical base for a new field, theoretically approaching image making that is generally accepted in the society. Lively studies on image making in clothing contribute to the universalization of image making, which has been limited to certain fields.

Based on previous studies in clothing for a theoretical examination of the concepts of image making, and the meaning of personal image and fashion styling in image making, we have analyzed and studied the concepts of image making generally accepted in the society. For this study, we have devoted ourselves to the investigation of relevant literature like magazines, newspapers, reporting data, and books and journals in visual design, fashion communication, decorative design for clothing, clothing, sense science, and social psychology, and additionally have used documentary videos of various shows and awards, and Internet data.

II. Concepts of Image Making

1. Concepts of Image Making

The word, image, means physiognomy, a symbol and a mental picture. It represents a broad visualization about special feelings including visual memories of, impressions of and attitudes to a person or an object.[1] The English word 'Image' originated from the Latin word, 'Imago', which has evolved into the French word 'Image'. Image has two aspects; one is the inner image and the other is the outer image. This inner image is also called 'mental representation' while the outer image represents what is physically seen.[2]

The meaning of 'image making',[3] in the dictionary, is defined as improving the image of a company, and changing one's image. This is to say that image making is all about making an image of a person or an object, improving and amending the images to be ideal.

The compositions of image making are mind identity (M.I.), behavior identity (B.I.), and visual identity (V.I.). [4][5] < fig. 1 >

◆ M. I : Mind Identity

◆ B. I : Behavior Identity

◆ V. I : Visual Identity
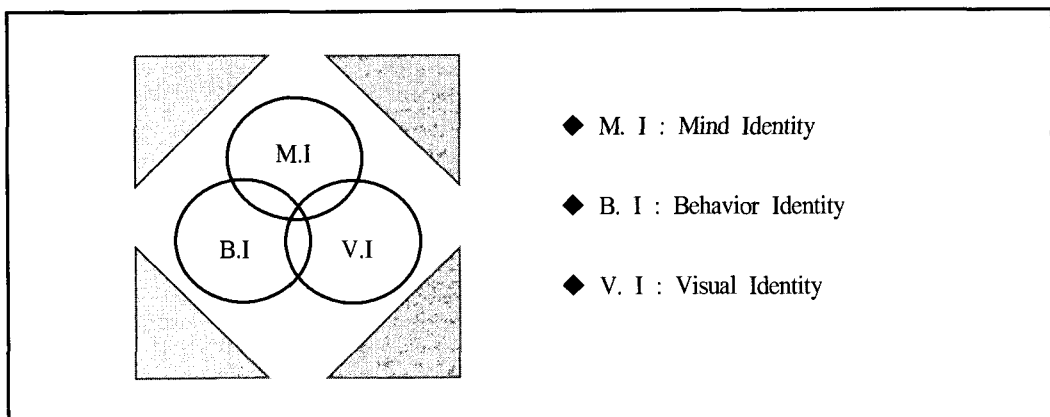
<fig. 1> Image Making Three Elements <Young- Sun Choi, 2005 Ⓡ>

M.I. consists of mind, characters, and values. B.I. is equated with social images such as relationship with others, leadership, optimistic mind, recognition by others, gestures, expressions, and speech. Finally, V.I. means seeing both M.I. and B.I. simultaneously.

Image making is a way to communicate not only with other people but also with business, politics, culture and art. So, image making is now required in every field of the society and, is taken to be the same as marketing in this distinct and creative society.

2. Parts of Image Making

Image making can be divided into two parts: C.I. (Corporate Identity) and P.I.(Personal Identity). Personal Image and fashion are related to all kinds of image making for people. These can be included both in C. I. and P. I.

1) The Concept of C. I. (Corporate Identity)

C.I. helps a company to create its unique identity and to communicate with their customers. It propels the company to build its own characteristics including the company's values and administrative ideals. Therefore, there is not only a creation of or a change with the company's symbol, logo and programs but there are also changes to the company as a whole mainly from its behavioral changes. As the society becomes more industrialized and companies get more competitive, systemizing the image making process should be emphasized for the purpose of advertising.

First, a company reconstructs its administrative ideals with M.I. by going over previous visions and administrative ideals, making future goals, and assessing the meaning of the company as well as acknowledging it. The first step of C.I. is to set up a company's values and inform its employees that there should be accordance within the company.

Second, following the first step comes to B.I., which helps bridge and relay the ideals of the company into the desired behavior of its employees. This, then, can be considered as a renovation program for the employees to experience the company's constructed ideals and values through work.

Third, V.I. is a way to visually express a company's ideals that were previously set by M I. It changes the company's image by changing its name, logo, symbol, uniforms and even the image of its CEO as well as that of other members.

C.I. is a strategic means of company administration, and is completed with M.I., B.I., and V.I. in terms of the perspective of changing mentality, behaviors and the effect of communication with customers, respectively.[6] With the company's differentiated image, C.I. creates a good image to the company's customers, making it gain reliability as well as competitiveness in the market. Moreover, within the company, C.I. helps their workers understand the company's values and goals, and hence it changes their minds, and ultimately makes the company systematic and firm. C.I. has been performed by numerous companies trying to maximize their administrative efficiency as well as to adjust quickly to the changing environments of business.

2) The Concept of P.I. (Personal Identity)

P.I. means finding one's social identity, as a CEO, a politician, an entertainer or a specialist in certain fields etc.. Along with C.I., which is known for communication, P.I. is the most promotional identity. Also, in terms of systemizing based on M.I., B.I., and V.I., it is the same as C.I.

First of all, with respect to C.I., an entrepreneur might take on the role of advertising since he/she is the symbol of a company.

Second, politicians mainly focus on election campaigns while representing their individual images, and their parties' images during the election period. There

are no differences between the basic concepts of politi-
cal advertising and those of corporate advertising: In po-
litical advertising, the market can consist of the con-
stituency, candidates, its products. Following this line of
thought, voters then become customers, the opposing
candidates are the product's competition and finally the
political party becomes the manufacturing company. So,
planning on image making during the election period to
win votes is the same as business marketing to win cus-
tomers' heart.

Third, a professional is based on its social position
and the global society.

Fourth, it is generally about entertainers and broad-
casters. As image making is created with variety and
uniqueness, they are different from entrepreneurs or
politicians. There are two different concepts in image
making among entertainers; one is creation of the per-
sonal image and the other is image change, which makes
images depending on different roles and genres. The en-
tertainers' professions require their images to be divided
and be adaptable to changes. However, in order to make
images appropriate for varying circumstances, these en-
tertainers, like entrepreneurs and politicians, organize
image making based on M.I., B.I., and V.I.

Lastly, image making is used by individual members
of the society in a globalized world for self develop-
ment, since it is recognized as an ability not only to pro-
vide a professional look but also to stand apart from
others. Thus, in the present, image making among en-
trepreneurs, politicians, professionals and common peo-
ple is understood as a concept of advertisement and
communication. Furthermore, people focus more on V.I.
than M.I. or B.I. because V.I. is the fastest and the most
accurate way to communicate.

Ⅲ. Personal Image and Fashion Styling in Image Making

Personal image and fashion styling in image
making is a concept of dress figuration for the
state of wearing dress, the same as the trans-
mission of a wearer's inner and outer properties in
terms of the form of dress figuration, and allows
the wearer to establish his/her identity by making
the image of his/her inner and outer properties
symbolically.

1. Definition of Personal Image

The word, 'personal',[7] is defined in a dictionary as
individual uniqueness including one's physical ap-
pearance. The word, 'individuality',[8] means one's char-
acter, personality, and uniqueness. In image making,
however, these words are the same. In Korea only the
former term is used whereas in Europe and the United
States both terms are applied in parallel. In addition,
while the word 'self-image' is used in the fashion in-
dustry, its meanings are all the same.

C. G. Jung said that individuality is "oneself as a
whole" and is the same as oneself. He continues to men-
tion that individuality is combination of the conscious
self and unconscious self, and hence completes one's
true character. It is ultimately the same as self-
realization.[9] Kassarijian views individuality as one of
self-images and interprets meanings of individual, in-
dividuality, and one's own thoughts as the same.[10]
Rosenberg sees individuality as people's whole feelings
or thoughts about themselves.[11] Moreover, the study of
psychology asserts that the term, individuality, means
"speaking of one's consciousness or concepts about
one's own self". One can see, then, that this assertion is
about self-image and implies that the term 'individuali-
ty' is the same as 'personal image' and 'self-image'.

According to what I have mentioned above, personal image is about expressing one's uniqueness through individuality and determines one's behavior. Also, how personal image is determined depends on how it is psychologically formed. Personal image, as a way to differentiate one from others, represents a person's broad thoughts and feelings about his or her own inner and outer uniqueness, mainly concerning psychological characteristics.

Personal image is bound in a person perceiving himself/herself, and the possibility of filling a gap with visible objects is limited. Therefore, one can imply, symbolize, and differentiate personal image.[12]

2. Importance of Personal Image

Personal image, expressed visually, is understood and differentiated as a symbol, and hence the image is known as a formative visual image. Paul Tillich said, "The ultimate concerns of humans should be expressed symbolically because only symbolic words can express ultimate things". He added that a symbol tells something behind the limit and the symbol truly means what this signifies.[13] A symbol connects two different realities. By integrating these two into a whole, it has a great impact on image making to build on V.I.

Having potential energy affect a person's image might seem abstract. However, it is strong enough to lead one to behave in certain ways. Philosopher William James said, "A desire to be recognized is a human's deep-rooted desire". James said that it is a person's instinct to be recognized and this instinct is the image of what our society, requiring multi dimensionality and creativity, wants. The image of ideals and what the society requires in order to satisfy both the social and the individual desires affects the society as a whole, which appreciates people's personal images. Thus, personal image suggests its importance to the effect that it works as an individual's competitive power in the modern society.

3. Definition of Fashion Styling

Fashion styling is similar to fashion coordination. Fashion styling, as a concept of dress in personal image making, emphasizes a harmonious match between the wearer and fashion.

In fact, the meaning of coordination is not just limited to fashion but to every field that combines things such as objects, people, circumstances, rules, sequences, and natures. And it makes these have new aesthetic values and the sense of creativeness based on logics, propriety, and orders.[14]

On the other hand, fashion styling in personal image making, as combination of a wearer and fashion accepted generally in the society, aims to make a person recognized in the society through implementing affirmative communication with social members and giving satisfaction simultaneously.

As Littrell pointed out that the function of fashion, in the cultural perspective, is to metaphorically symbolize the distinction and integration of individuals, social coherence, the initiation ceremony, and the reflection of cultural changes, the distinction and integration of individuals is the expressive function of fashion styling about how an individual is differentiated and integrated in the society, and it means the operation of symbolic metaphor in the cultural system of fashion styling.[15] Such symbolic metaphor gives to the society and the cultural system, the interpretation of the particularities and universalities of cultural aspects and of individuality and commonness, which means that the nature of the material state of fashion has the instrumental function in fashion styling, that the nature of the immaterial state of fashion has the expressive function, and that the mode of dress in a material state represents its meaning in terms of metaphoric illustration about the immaterial human spiritual world.

Thus, fashion styling in image making expresses the material and immaterial images of a wearer as a single symbol, and hence reemphasizes the symbolism through fashion, from which we can say that fashion styling is a way to make imperfect parts recognized as a complete image by the society.

4. Fashion Styling for Personal Image Making

Fashion styling in personal image making takes the universal 'beauty' to be its criterion. the universal 'beauty' is the beautifulness many people commonly feel, and aims at the harmony to increase aesthetic values.[16]

The beauty of forming is expressed by combining forming factors and balancing them all as a whole, applying some kinds of symbol to them. Forming is like contents and forms, and for a person, these two factors complete his personal image with the contents and clothing as its forms. As contents are shown from forms, they tell us a lot about forms. It is important how well contents and forms go together in the shaping of forms.[17] This is to say that a person should consider how well his or her forms go together in his or her expression.

The wearer and fashion themselves are a structural form. Fashion is figured in accordance with the wearer, and is the natural subject of perception as the identity and symbol of an individual.[18] Thus the wearer and fashion has inseparable relationship with each other, and are the two keys to fashion styling. Therefore, fashion styling is a new way to tell the wearer to the effect that it realizes practical values and satisfies social and cultural desire through the figuration of dress based on formal elements like lines, surfaces, colors, and fabrics.

C. G. Jung divides the beauty into the inner beauty and the outer beauty, saying that the inner beauty is a beauty based on psychological and conceptual aspects such as thoughts, personality, and education; the outer beauty is physical appearance expressed by showing of one's fashion sense.[19]

As such, the wearer has the inner image as an inner property and the outer image as an outer property, and applies them as complementary concepts to imperfect parts, which in turn help the construction of personal image. Fashion styling with harmony, balance, and agreement is accepted affirmatively in the society as it reflects symbolic properties into fashion to symbolize them as perfect images. The forms of dress includes outer elements like silhouettes, colors, textures, and patterns etc. which are recognized as a kind of art form.[20] The elements of the forms of dress such as colors, textures, and patterns in addition to silhouettes are worn by the wearer, and seen in a certain environment as a notion of space. Thus we should consider circumstances as well as the wearer and fashion.

The showing of fashion styling is socially widespread and it should satisfy both the individual as well as other members of society by helping them achieve good communication. Also, being fashionable is based on beauty consciousness and it expresses symbolic and aesthetic uniqueness along with trends.

Additionally, when one wears clothes that look natural, a person's style looks balanced due to the similarity, oneness, and appropriateness between clothes and personal image.[21] The consistency in fashion image showing raises aesthetic values with similarity, oneness, and appropriateness. This fashion is well accepted in our society and is used for aesthetic conceptions and visual communication with its aesthetic image showing.

Thus, fashion styling for personal image making is the harmony of the wearer's characteristic image and design-characteristic image, and hence the way of fashion styling is how to implement them in a symbolic image harmoniously to establish the wear-

er's identity with the ideal image. Fashion styling for the construction of perfect image is the unificational relationship between the wearer and fashion. It makes a symbolic image by performing in accordance with harmony, balance, and agreement after reflecting the wearer's properties into design elements like lines, scale, proportion, fabrics, and colors.[22]

Therefore, fashion styling for personal image making begins with the harmony between the properties of the wearer's constructional elements and design constructional elements. Various ways of using the properties express personal image symbolically case by case, to establish the personal identity with the desired ideal image construction.

<Table 1> diagrams the elements of person and elements of design.

of ideal image, people perform image making in order to increase their own values and competitive power, and to satisfy personal and social desires simultaneously. Such establishment of identity by the construction of ideal image is quickly recognized in the society with the wearer's fashion styling, which gives visual effects.

1. Ideal Image Construction

At the present age of image, the focus is put on the ideal image construction with importance of personal image.

Personal image, the same as self-image, can be divided into two parts: the image of the real self in real situations and the ideal image that one pursues. The real self-image is a concept of consciousness about oneself

<Table 1> Elements of Person and Elements of Design

Elements of Person			Elements of Design		
			Fashion styling, Fashion Image		
Internal Specific		Sex			
		Age	Line		Line movement
		Occupation	Scale		Detail · Decoration
		Situation			Accessories
		Personality			Design · Pattern
External Specific		First impression	Proportion		Top · Bottom
		Body image and scale			Color
		Face image and type			Weight · Volume
		Features(eye, lip nose)	Fabric		Design · Pattern
		Skin color and texture			Texture
		Make-up			Design · Pattern
		Hair styling	Color		Tone
		Hair color and texture			Color scheme

<Young- Sun Choi, 2005 ®>

Ⅳ. Goals of Image Making

People in the modern society express themselves and are evaluated with image. Thus, aiming at the establishment of their identity by the construction

and the ideal self-image can be contrastive to the real self-image. These two images always exist together but show two different sides. There are also two different forces in these images; one is to maintain the real self-image, and the other is to pursue the ideal

self-image. So, people could satisfy themselves by narrowing the gap between the real and the ideal self-images. When this gap is large in a sense of unbalance and inconsistency, one fails not only to be satisfied but also to adjust to the society.[23] Thus, having a personal image is important in converting the self-image to the ideal image.

The perception of the social entity is fulfilled by others, the adequacy of which rests on how much the others agree to one's perception. It is fashion that transmits the ideal image construction to the society most quickly and precisely. Thus, people build up their images in terms of fashion. Fashion is the most suitable instrument for the goal-pursuing behavior for the establishment of identity because fashion, as a representative symbol, imply symbolic meanings created in the society, and is shared by the people living in the society.

Fashion styling for ideal image, as a means of communication, is most quickly transmitted to the society, which in turn recognizes as ideal images those which people affirmatively respond to in accordance with currents of the time. Thus, important to ideal image is the fashion styling that considers the contemporary fashionable beauty and fashionableness as well as social and cultural currents.
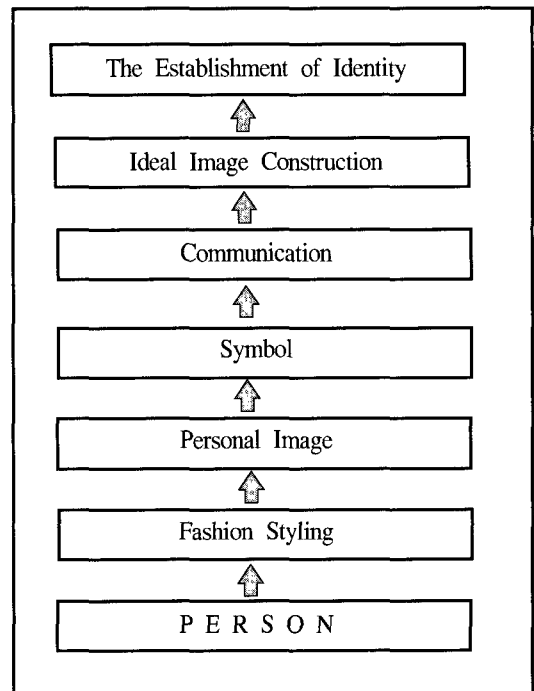
2. The Establishment of Identity

Image, as a strategy for smooth communication with the society, is relevant not only to individuals but also to all other fields like business, politics, culture, and art. The ideal image satisfying people's desires helps them establish their identity.

People overcome the imperfection of their roles in the society with the establishment of identity to be recognized in the society.

People grasp themselves more clearly through the process of socialization, know themselves to be objects of other's evaluation, and look at themselves in others' viewpoints, according to which they behave themselves. Thus, personal image making consists of others' response, comparison with others, and self-perception. People establish their identity in order to recognized in the society because personal image corresponding to self-response and others' responses is important. As Snyder said that the human tries to express his or her modified image and impression and has the ability to do so in order to adapt himself/herself to events or situations in which he or she is put, and to be recognized by others,[24] people construct ideal images as a means of recognition from others, and show their identity to others.

<fig. 2> Goals of Personal Image Making
<Young- Sun Choi, 2005 ®>

Thus, the others perceive them regarding their personal images related to their identity in certain

situations, and acknowledge/recognize them with their establishment of identity by inferring their social statuses, occupations, characters, abilities, states of emotion, thoughts, and hobbies. Therefore, the complete personal image making, though shown to be abstract, has considerable powers, and hence has influence on a person's competitive power in the society.

< fig. 2 > diagrams the process of the establishment of identity by the ideal image construction as the goal of personal image making.

V. Conclusions and Suggestions

In the contemporary society where the importance of image is spreading over due to the influence of various mass media, image making is taken to be an individual's competitive power as the behavior of expressing and creating images. These effects of personal image making suggests the importance of image making because it clarifies a person's values, increases his/her competitive power, and is a motive for the simultaneous satisfaction of personal and social desires. Thus this study devotes itself to the concepts of image making in our society and to personal image and fashion image showing, based on previous studies in clothing.

The results of this study are as follows.

First, personal image making aims at the establishment of one's own identity through the ideal image construction.

Second, the establishment of one's own identity through building up an ideal image is completed through fashion styling.

Third, image making increases one's personal values and competitive power to implement its ultimate goals.

In this study, we have proved that image mak-

ing is the establishment of identity by the ideal image construction, and that people complete image making through fashion styling, increase their values in the society, and use them as a competitive power to be recognized in the society.

This study has certain limits to the effect that previous studies in image are absolutely insufficient, and it is difficult to analyze and arrange such 3-dimensional concept as image in the form of systematic academic study. Thus, this study is a basic exploration into image making, but suggests the future research to be deeper and more scientific.

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