Case Study of Design Motifs of National Symbols in Countries Including Korea:
Focused on Scarves and Neckties

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Abstract *21st century is the Age of Culture, and a period that is represented by symbolism and imagery. This is no exception for the countries that want to enhance their image in the international community. In order for a country to improve its brand, it has to select a representative emblem, symbols and cultural items. The usual suspects for this are its name, flag, and anthem. Each of these items can elicit different types of symbolism. It can also be used to differentiate the country from others; however, these are not the only sources of symbolism at the country's disposal. Other popular tools include cultural heritage, both tangible and intangible, climate, natural environment, and its national character. A country can use these items to associate itself with certain images.*
The purpose of this study is to find an objective way to effectively boost Korea's brand. This will be done by comparing and contrasting the ways countries including Korea have used their national emblems to enhance their image. Data from each of the countries were collected and analyzed. The results of this study will become empirical evidence in researches aimed to develop fashion designs that use Korea's national emblem as its motif in order to improve its national brand
Countries that were used for this research were United States, United Kingdom, Japan, France and Korea, and they were chosen because their national brand rated highly. The items selected for the analysis were scarves and neckties. This was because, compared to other fashion items, it was easier to sort out scarves and neckties that used motifs of national emblems as well as these two items having the highest usage rate of this type of motif. Group of experts looked through a combined total of 370 scarves and ties and they analyzed the following factors in the design: type of motifs, frequency, use of color, methods of expression and images.

Key words *National brand, National brand, Motif*

Analysis Method and Process

The purpose of this case study is to research the designs that use a specific country's representative im-

age as its motif. The data will be used to figure out the object of the motif and the method that each country uses these images as well as the formative characteristics of those designs. The results of this analysis will hopefully be used as reference for future researches that will study the methods of improving Korea's national brand through the use of fashion design.

The items used for the analysis were scarves and neckties. They were selected for analysis because the items stood out in two respects compared to other clothing pieces or fashion accessories. First, identifying the items that used the national motif from the ones that did not was relatively easy. Second, the designs in the neckties and scarves had the highest frequency rate of having national emblems as the main motif. The materials that were used for the study were collected through gift shop websites of "Cultural Foundation of National Museum of Korea" and other museums including the Metropolitan Museum in the United States. The items were collected from May of 2009 to August of 2010. Experts in the Fashion industry ranging from Master's and Doctorate degree holders to professional designers chose the 370 items for the analysis. After the items were selected, the items were analyzed in such categories as type of motifs that symbolized the country, frequency, use of color, methods of expression and image. Countries that were used for this research were United States, United Kingdom, Japan, France and Korea, and they were chosen because their national brand rated highly.

The analysis dissected the frequency of appearances of the national emblems in the designs. If there were several motifs in one design, each motif was analyzed separately.

The color usage analysis in designs was applied in the following manner. All the colors that were used in each of the designs were extracted and those colors were separated into two categories, dominant colors and secondary colors. Colors that were used as background color or colors that covered wide areas were considered as dominant colors and other colors in the design were categorized as secondary colors. The analysis attempted to find the relationship between color use in designs and the effect it had on the motifs in the design. If there were colors that fell into both categories, dominant and secondary colors, it was analyzed as separate colors. The frequency of colors in each of the color groups was stated in percentages.

The textile design of the scarves and neckties was used as the main standard for categorizing them; two factors that were considered were the design's expression of the motif and how the motif was developed, and with the use of these factors, they were categorized in four categories: dynamic, modern, elegant, and traditional. The items categorized as "dynamic" had exaggerated or distorted images with uneven arrangements. Overall, the designs were curvilinear and wavy. The "modern" category included items with standard motifs with simple and solitary developments. The items in the "elegant" category had realistic, standard motifs with the size and location of the motifs in the design being balanced evenly in its development. Lastly, the "traditional" category had standard motifs that were developed with traditional designs.

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Analysis Result

Frequency of motifs that used the national emblem and its characteristics

The motifs that were considered to have national emblems had one of the following images in it: country's flag, historical relic, country's natural environment, symbolic animal, its alphabet, crest, and traditional patterns. The most frequent images used in the motifs were flag, historical relic, alphabet, national flower, and symbolic animals such as birds. Of these, the flag was the most prevalent, with each country's symbolic architecture such as the the Statue of Liberty, Big Ben, Eiffel Tower, and Nam-dae-moon and Chum-sung-dae in Korea, coming in second. English, Japanese, and Korean alphabets were used in the motifs as well. As for the symbolic animals, the bald eagle for the United States, the bulldog for the United Kingdom, the rooster for France, and tiger for Korea were used. As it can be observed, the use of images with flags and cultural heritage were used most frequently for motifs symbolizing a country. <fig. 1>

The motifs for the United States consisted of its flag (The Stars and Stripes), the Statue of Liberty, the bald eagle, and historical events. The flag was used most frequently. The most common images that depicted historical events were cowboys, horses, and sheriffs from the Wild West period.

The motifs for the United Kingdom consisted of its flag (Union Jack) as well as the flags of each of the countries in the United Kingdom, England, Scotland, and Ireland. Besides these, Big Ben, the national flower (rose), the bulldog, and the red double-decker buses in London appeared as well. Images such as the London Bridge and the map of the United Kingdom as well as images related to the royal family such as the royal coat of arms, royal artifacts, and the palace guards appeared frequently.

The most common symbols for Japan were its flag (日章旗, Nisshōki), cherry blossoms, samurai, Mount Fuji, Japanese alphabet, and the chrysanthemum, which is the symbol of the Japanese royal family. Of these symbols, the chrysanthemum was used quite frequently; and overall, flowers as motifs were the most popular.

The French designs consisted of its national flag (the Tricolour), Eiffel Tower, the word "Paris" written in English, the Arc de Triomphe, and famous architecture in France, as well as a standardized motif of the iris, which is the national flower for France. The most frequent of these was the Eiffel Tower.

The designs for Korea included its national flag (Taegukgi), the Korean alphabet, tiger, the hibiscus, "neung-haeng-ban-cha-do" (a ceramic mural of the procession of King Jeongjo), historical relics such as "Chum-sung-dae", "Nam-dae-moon", "dan-cheong", Korean-styled houses, and folk paintings. The Korean alphabet and the national flag, respectively, were used the most frequently.

Table 1.

Frequency of appearances of the national symbols

Used Item 5Countries	National Flag	Historical Remains	Nature	Animal	Letter	Crest	Tradition Pattern	Ect
Percentage	30%	26%	7%	5%	11%	3%	7%	11%
Frequency	127	111	30	19	46	13	30	48
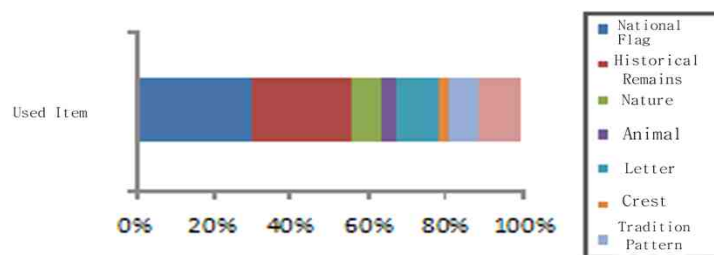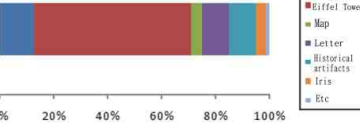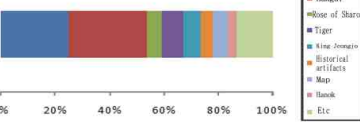
Table 2.

National symbol frequency

	Frequency					Graph
U.S.A	National Flag (58%)	Statue of Liberty (11%)	Eagle (9%)	Historical events (9%)	Etc (15%)	
England	National Flag (31%)	Big Ben (21%)	Historical artifacts (11%)	Guardsman (6%)	Etc (30%)	
Japan	Cherry Blossom (23%)	National Flag (16%)	Chrysanth-emum (9%)	Tradition Conversa-tion (7%)	Etc (46%)	

France	Eiffel Tower (59%)	National Flag (13%)	Letter (10%)	Historical artifacts (10%)	Etc (8%)	
Korea	Hangul (29%)	National Flag (26%)	Tiger (8%)	King Jungjo (7%)	Etc (30%)	

Development of patterns and methods of expression

When looking at the design expressions of the motifs of national emblems, it is easy to see that the United States features its national flag most prominently. This is most likely due to the fact that the country is a multiracial country and so a non-racial item such as the flag being the symbol of patriotism serves its people the best. The designs that depict the American flag use the stripes and the stars creatively. It is common to see a change or a distortion of the stars and the stripes in various forms and this helps the flag to have a powerful free-flowing image. (figure. 1), (figure. 2) Besides altering an image, a nation's political, social, and cultural characteristics are factors that can be used to build a country's brand. An example of a symbol is the bald eagle (figure. 3), the Statue of Liberty, the White House, the New York skyscrapers, the map of New York, the dollar, the horse and the cowboy that symbolized the Old West, and Abraham Lincoln. (figure. 5), (figure. 6) The city that represents finan-cial and fashion as a local brand are New York, Hollywood the mecca of cinema and Las Vegas. (figure. 4)

Union Jack, (figure. 7) which is the flag of the United Kingdom, combines the flag of its members. The Cross of Saint Andrew, which is Scotland's national flag, is counterchanged with the Cross of Saint Patrick, which is Ireland's national flag, over all the Cross of Saint George, which is England's national flag. Even with the existence of the Union Jack, there are still instances of the three countries flags being used as motifs of national emblem. (figure. 8) It is common to see motifs that use images of the Queen, the royal coat of arms, and the palace guards in Britain, and this can be attributed to the English people's strong affection and pride towards the royal family. (figure. 9) It is interesting to see the picturesque depictions of the red double-decker buses, palace guards, the London Bridge, and the Big Ben. (figure. 10) (figure. 11) (figure. 12)
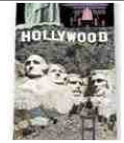
Japanese flags that are used as motifs are exaggerated or distorted so that it can be displayed in various formats. (figure. 13) (figure. 14) The flower of the imperial family, its coat of arms, Mount Fuji, sumo, geisha, cherry blossoms, and chrysanthemum are used as emblems to enhance the image of the

country. (figure. 15), (figure. 16) Cases of chrysanthemum, which is the flower of the imperial family, and cherry blossom being used as motifs, were researched. (figure. 17) Besides the scarves and the neckties, many of these motifs have been depicted in designs on the traditional silk kimonos. (figure. 18)

The French flag consists of three colors, blue, white, and red, with blue representing nobility, white representing royalty, and red representing the common people. Common uses of the flag in motifs have come in different shapes and sizes as well, from the standard flag or a slightly altered form of the flag to showing the flag with the national coat of arms. (figure. 19) (figure. 20) Other common motifs were the word "PARIS", Iris (national flower), Notre Dame Cathedral, and the Arc de Triomphe. (figure. 21) (figure. 22) (figure. 23)

In Korea, the Korean alphabet and its flag were used most frequently. (figure. 25) The designs with the alphabet used the letters in differing ways, with some using it in a structured manner, while others displayed the vowels and the consonants in a disheveled way. (figure. 26) There were also cases of motifs that used the hibiscus (the national flower) and the tiger, which is a symbolic animal in Korea, (figure. 27) and the ceramic mural of the procession of King Jeongjo, (figure. 28) as well as "Chum-sung-dae", "Nam-dae-moon", "dan-cheong", Korean-styled houses, the map of the entire Korean peninsula, and folk paintings.(figure. 29) (figure. 30).
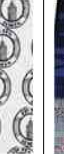
Table 3.
Case of national emblems used as motif

U.S.A	 Figure 1. USA Flag	 Figure 2. USA Flag	 Figure 3. Flag& Eagle	 Figure 4. Hollywood	 Figure 5. Lincoln	 Figure 6. U.S dollars
England	 Figure 7. Flag Bow	 Figure 8. St George	 Figure 9. Crown UK	 Figure 10. Big Ben	 Figure 11. British Characters	 Figure 12. London Scarves
Japan	 Figure 13. Japan Flag	 Figure 14. Rising Sun	 Figure 15. fuji	 Figure 16. sumo	 Figure 17. Jinbaori Crests	 Figure 18. Geishas

							Case Study of Design Motifs of National Symbols in Countries Including Korea: Focused on Scarves and Neckties
France							
	Figure 19. French Flag	Figure 20. French Flag	Figure 21. Eiffel Tower	Figure 22. Paris	Figure 23. Iris	Figure 24. Rooster	
Korea							
	Figure 25. Korea Flag	Figure 26. Hangul tie	Figure 27. Tiger	Figure 28. Row banchado chastity belt wangneung	Figure 29. Observatory	Figure 30. Folktales	

Table 4.
Case of pattern development and methods of expression

	Motifs of various deployment and representation									
The American Flag										
Statue of Liberty										
Big Ben										

Eiffel Tower	
Hangul	

As it can be seen in 'Table. 4', the most frequently used motifs were the American flag, the Statue of Liberty, Big Ben, Eiffel Tower, and the Korean alphabet. These motifs were depicted in various styles ranging from realistic to standard to geometric and to picturesque. There were also cases, where the designs omitted, simplified, or exaggerated certain aspects of the motif. The motifs in the design were displayed in two ways. One was the image being printed repeatedly so that it gave off a sense of organization, and the other was multiple items being displayed together to make it seem more dynamic and to provide better space perception.

In the case with designs of the American flag, it often gets displayed without any changes but at times the stars and the stripes have also been altered or exaggerated to give a dynamic image. It has also been portrayed realistically while being combined with other motifs. There have been many instances of the Statue of Liberty being portrayed as the main motif with other motifs such as the New York skyscrapers, the stars and stripes of the American flag used as a background image.

As for Japanese motifs, there was not a single motif that stood out in frequency from the rest, but the chrysanthemum and the Japanese flag were used the most. Whether the image of the flag was used without any changes or altered and exaggerated, it was depicted in a picturesque manner.

In France, the image of Eiffel Tower has been commercialized and it has been depicted in a variety of ways from being portrayed realistically, geometrically, or picturesquely. These variations have become standardized and have been displayed alone or in multiple patterns.

When looking at the design layouts that use the Korean alphabet as its motif, the letters are often expressed in diverse fonts or the size of the fonts get altered or exaggerated. There were times when the font size was minimized to give it a more elegant image.

Color analysis

An analysis was done to observe the different characteristics of each country's use of color in the designs. The colors that the United States used the most were red, white, navy blue and black. (figure.

31) Red, white and navy blue are colors that make up the American flag. The next set of colors that were used frequently consisted of brown, blue, grey, beige, yellow, and green. The colors that the countries used in the designs were categorized into two types, dominant and secondary. Black and white were used most frequently as the dominant color, mainly due to these two colors being used to as background colors. Red, white, navy blue, and brown, respectively, were used the most as secondary colors. (figure. 32)

In British designs, white was the most prevalent color, with red and black following it. White and red make up the colors of the English flag. As for red, it is also used in motifs to portray the double-decker buses and the palace guard. Navy blue, blue, and black are often used as background colors. Besides these, other colors include yellow, brown, and beige. The analysis of dominant and secondary colors show that white, navy blue, and blue are used often as background colors and they are often used in combination with red.

White is the most prominent color in Japanese designs, with red and black being the next two in line. White and red make up the colors of the Japanese flag and this is the main reason for its high usage rate. The most common background colors were white, black, blue, and pink, with the next set of background colors consisting of beige, green, navy blue, green, yellow, and orange. The dominant colors in the Japanese designs were white and black, respectively, and the most common secondary colors, in order, were red, white, black, yellow, and blue. Besides these colors, pink, orange and black appeared as well.

The analysis of color use in French designs shows that white, black, and red appear most frequently. White was used often thanks in part to two factors; not only is it a popular choice as a background color, but it is also one of the colors in the French flag. Black was also popular as a background color, but there were also many designs with a motif of the Eiffel Tower colored in black. Besides these colors, diverse colors such as red, navy blue, blue, grey, beige, yellow, brown, and pink were present in the designs. The most prominent dominant color was white, and the most frequent secondary colors were black, red, navy blue, grey, and blue.

As for Korean designs, black was used most frequently, with white, red, navy blue, and blue lining up behind it. White was used often as a background color in neckties, as well as the color of patterns in various motifs. The Korean alphabet was the most popular motif; and these letters were often laid out using the silk jacquard fabric to give it a monochromatic feel. As for the scarves, there were no instances of the scarf displaying the standard Korean flag, but there were many cases of scarves with designs using the main components of the flag, the tae-geuk and the trigrams, as motifs. Another characteristic of the scarf was that many of the designs used other color combinations, besides the traditional blue and red, to fill in the colors of the tae-geuk.

From the above analysis, it can be seen that white and black were the most prominent dominant color, and the main reason for red, navy blue, and blue being used frequently was due to one or all of those colors being part of the national flag of the countries studied in the research. This also shows that the national flag plays an integral part for its nation's image.

Table 5.

Use of color in countries
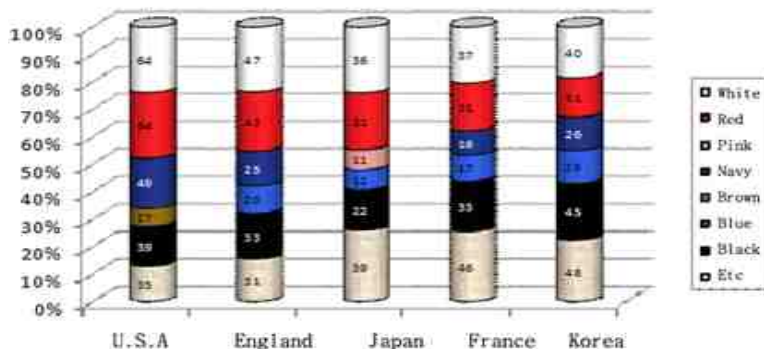
Table 6.

Dominant and secondary colors in countries

Country	Category	Main Color		Sub Color	
U.S.A	Necktie		etc		etc
		46% 25% 8% 7% 14%		30% 23% 17% 9% 6% 15%	
	Scarf		etc		etc
		56% 13% 13% 18%		33% 27% 12% 9% 19%	
England	Necktie		etc		etc
		33% 17% 11% 10% 29%		30% 18% 14% 8% 7% 23%	
	Scarf		etc		etc
		57% 22% 14% 7%		32% 16% 10% 10% 32%	
Japan	Necktie		etc		etc
		31% 22% 14% 33%		28% 20% 10% 8% 7% 27%	
	Scarf		etc		etc
		19% 19% 10% 10% 42%		20% 17% 13% 13% 37%	
France	Necktie		etc		etc
		37% 11% 52%		22% 18% 12% 10% 38%	
	Scarf		etc		etc
		57% 25% 18%		24% 17% 17% 10% 32%	
Korea	Necktie		etc		etc
		24% 19% 10% 47%		16% 14% 13% 12% 10% 35%	
	Scarf		etc		etc
		25% 20% 10% 45%		16% 14% 12% 12% 9% 37%	

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Analysis of Fashion Images

The analysis of fashion images was done to observe the various designs that used different national emblems as motifs and what type of images those designs resulted in. The purpose of this analysis is to provide a reference point for researches studying ways to boost Korea's brand through fashion design.

The classification for fashion image had four criteria, dynamic, modern, elegance, and traditional. As it can be seen in the picture, 'Table7' two criteria, "dynamic" on the left and "elegance" on the right, were placed on the sides, and the other two criteria, "modern" and "traditional", were placed on top and bottom. Then we noted the different opinions of the experts regarding the designs. Each country was assigned a color so that the fashion images of each country's design could be observed easily.

The result showed that 39% of the American designs were classified as dynamic, 13% elegant, 22% modern, and 26% traditional, so dynamic designs outnumbered the other categories.

For English designs, modern images came out on top, with the next one being elegance with 28%, followed by traditional with 2%, and dynamic at the end with 9%.

Number one classification for Japanese designs was traditional images. 37% of the designs were classified as traditional, then came elegance with 33%, modern with 20%, and dynamic with 10%.

French designs had two categories, elegance and modern, that came out at 35%, then traditional at 25%, and dynamic at 10%.

Table 7.
Analysis of design images of countries
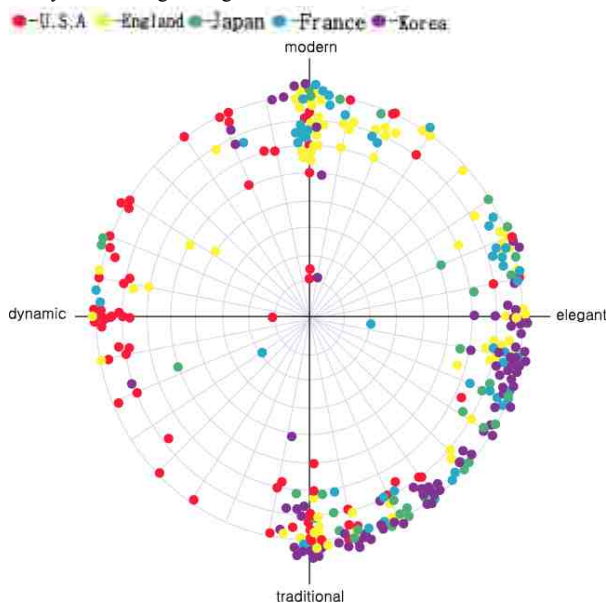
Korean designs were divided into 44% traditional, 43% elegant, 9% modern, and 4% dynamic. So the Korean designs were dominated by traditional and elegant images. From this breakdown, it can be seen that American designs have a lot of dynamic images, English designs have modern images, French designs are filled with elegant and modern images, and Japanese and Korean designs are dominated by traditional images. So each country's preference in design differentiates itself from other nations. A note of interest from the result is that Korea and Japan have the same preference in design. This can be attributed to the two countries being in close proximity to each other, which has led to the two nations having similar interests and preferences from frequent cultural exchanges. And one more thing to note is that even though Korea's slogan is "Dynamic Korea", a dynamic image has not been developed as of now.

Conclusion and Proposal

Design is an essential part of maintaining a country's brand and uplifting its image. The purpose of this study was to collect data in order to research and develop ways to enhance Korea's brand through fashion designs that use national symbols as motifs.

An empirical study was done on countries with high brand value including Korea. Designs that used national symbols as motif from those countries were collected and analyzed. Scarves and neckties were used as items for this research. These two items were selected due to its ease of sorting out items that used national symbols as motif as well as these items having the highest frequency rate of using national emblems as its main motif in design. After the selection of the items, the textile designs of the items were analyzed in following categories: type of motifs, frequency, use of color, methods of expression and image. The items were collected via Internet purchase.

The research result showed that the following national emblems were used as design motifs: national flag, national flower, historical relics, symbolic animals, national alphabet, and coat of arms. 30% of the motifs had included the national flag of the country, which made it the most popular symbol in designs. The next popular motif was the historical relic, which came in at 26%. The high frequency rate of the Statue of Liberty, Big Ben, and the Eiffel Tower in designs were especially notable, and in the case of Korea, the Korean alphabet was used frequently. The colors in the national flags stood out in the color usage analysis, and so it could be concluded that the flags were used frequently as a motifs. The analysis of design images showed the following result: 42% of American designs were considered dynamic, 37% of English designs were considered modern, 42% of French designs were considered elegant, and 45% of Korean designs came out as elegant. As for Japanese designs, the majority of their designs were considered to be elegant and traditional.

The 21st century is a time of ultra-competitiveness, and creativity and originality is essential for survival. Korea can differentiate its cultural identity from others by developing elegant fashion items that use its cultural heritage. This can enhance Korea's image in the international community, and within the societal context, it can instill more pride amongst Koreans. Unfortunately, as of this writing, compre-

hensive researches regarding fashion design focused on enhancing our country's image is severely lacking.

The limited nature of this study should be noted. The items used for the analysis were pictures collected via the Internet instead of using the physical items, and so the results of the color usage analysis and design image analysis could differ slightly. However, the results from this study has provided useful empirical evidence that will be used in researching and developing fashion designs that will enhance Korea's image.

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