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Effect of Pattern Elements of *Komochi-Suji* Plaid Patterns on the Visual Impression

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Abstract: This study aims to obtain fundamental information for designing *komochi-suji* plaid patterns and for applying them to skirts. The effect of pattern elements on the visual impression of the *komochi-suji* plaid patterns with white and black colors was studied using the semantic differential method from the perspective of Kansei engineering. The pattern images printed on A4 white paper were used as samples to obtain the pattern information, and female university students evaluated them. The images used were vertical unit *suji* stripe, vertical unit *komochi-suji* stripe, vertical *komochi-suji* stripes pattern and *komochi-suji* plaid pattern. These patterns were developed from a basic structure to a complicated structure. The number of lines, line widths, line intervals and stripe intervals that gave evaluators a good impression were clarified numerically. The *komochi-suji* plaid patterns that gave the best impressions were selected. The paper and cloth skirts with different sizes of the selected pattern were evaluated and the best pattern dimension of the *komochi-suji* plaid pattern for skirts was recommended.

Key Words: [Plaid pattern](#), [Pattern element](#), [Skirt](#), [Visual impression](#), [Komochi-suji](#)

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