

Creative Design Discipline through Convergence of Fashion and Classical Music

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The purpose of this study is, first, to reveal how the interaction of sensory organs through the crossing of senses affects the creative ideation process of design and plays a role in the process of expanding learners' thinking, and second, to explore a creative convergence design education method utilizing the multisensory senses of sight and hearing to derive a synesthetic fashion design process. The research method was a study to verify the effectiveness of Beethoven's Apocalyptic Piano Sonata No. 23 on convergence design ideas through creative thinking on 55 students majoring in basic fashion design courses. The results showed that music helps with abstract associations that expand the design, and Beethoven's music is especially effective in expanding the associated images and connecting them to the concrete concept of the design.

Keywords: Classical music, Piano Sonata, Creative design, Idea extension, Discipline

Introduction

Recently through convergence of various fields, creative thinking based on interaction of cross senses has become very important. Creativity is the brain's ability to generate new scenarios and choose the most effective among them (Lumsden Charles & Wilson, 2005). Csikszentmihalyi (1998), creativity is a cultural and social experience that includes education, family expectations, and sociocultural forces. Since the attention that design demands are also required for other mental processes, including remembering, thinking, and feeling, designers invent themselves by paying attention to their significant memories, thoughts, and emotions (Csikszentmihalyi, 1990; Lee & DeLong, 2016). In order to improve creativity, the key is to strengthen synesthetic competence, which includes various strategies of cross-sensory coupling apparent within the human perceptual system. The purpose of this study is to improve creative activities based on convergence thinking by stimulating students' synesthesia by using classical music in fashion design education. The objectives of this study are as follows: first, it is intended to clarify how the interaction of sensory organs through the intersection of senses affects the creative ideation process of design and what role it plays in the process of expanding learners' thinking; second, a synesthesia fashion design process is derived by seeking a creative convergence design educational method using the multi-sensory senses of sight and hearing.

Innovative design thinking in multi-sensory perspective

The human brain has evolved to develop, learn and operate optimally in multi-sensory environments (Shams, & Seitz, 2008). In terms of multiple senses, the fusion of the senses in fashion and music is the introduction of the scale of time in design. Therefore, it is the core of

multisensory convergence design education to identify the design idea for perception and cognitive function and the properties of how sound, that is, music, affects multi-sensory function. Through training to strengthen the multi-sensory function of visual perception and listening, it is possible to find a way to improve learners' creative ideas.

Synesthesia fashion design discipline with classical music

Humans interact with the world through senses, perceptions, language, thinking, emotions, problem solving, and decision-making processes, and convergence thinking occurs when these interactions are made between artifacts and humans. What we call meaning here is the connection between neural networks created by extending imagery and intervening emotions (Shams, & Seitz, 2008). Synesthesia, or multiple senses, is a phenomenon in which, when a stimulus is given to one area of the human senses, the stimulation causes stimulation in another area. It is an activity that expresses music, which is visually immaterial, as materiality in space or vice versa. In particular, it can be said that the result of synesthesia is that the cross senses of visual design and auditory music are expressed in combination.

Methodology

This study conducted that convergence design talent is conducted for students majoring in basic fashion design courses through creative thinking through Beethoven's classical music: Appassionata Piano Sonata No.23. During the 3 months period, 55 fashion design students participated. It induces visual and visual thinking through the cross-activation method of sight and hearing. We conducted learning that stimulates creativity through a multi-sensory approach by fusing visual and spatial art creation with auditory and temporal works. First, training is conducted to visualize sound without accurately recognizing the intention and concept of the creator. In the next step, the process of composing Beethoven's music, Appassionata Piano Sonata No.23, tone, and composition of music are delivered from music experts, and then, visual data are found and design work is carried out based on this. Finally, through the above process, we analyze the analysis of the thinking characteristics according to two different major fields, fashion design and music, and analyze how the fashion design basic course students visualize auditory information.

Result and Discussion

There are 55 students who participated in this study overwhelmingly agreed with 66.7% that the task of searching for images by listening to music and associating with images was more useful than the task of finding images through art magazines (29.6%). In contrast, only 3.7% of students answered that there was no difference between the two methods. In addition, 61.1% of the opinion that it is more effective to connect images associated with music after listening to Appassionata Piano Sonata and after listening to explanations of music. It has been shown to be helpful for reminiscent work. In addition, it was found that the task of finding images through

magazines later helped the task of listening to music and associating related images ($M=4.01$: from never=1 to very much=5). In addition, in developing fashion design while listening to music, the task of finding concept images in magazines (0.42 , $p < .001$) and the task of finding images associated with listening to music (0.379 , $p < .001$) were followed by developing fashion design. It has been shown to be very effective.

Conclusion

This study showed that the dense exchange of sensory organs has a direct correlation with improving learners' creative thinking. Through multi-sensory stimulation, learners reached a state of strong motivation, desire, passion, and immersion by feeling interest in learning, confidence, intellectual satisfaction, and sense of achievement through emotional touch. The multi-sensory ideation activity that stimulates sight and hearing at the same time led to the experience of trying new thinking and expanding ideas, which was effective in improving creative thinking in fashion design and strengthening design competency.

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