

ABSTRACT

A method for manufacturing a designable medium that allows a single layer to provide a plurality of color tones is provided. A designable medium is manufactured by carrying out an application step of applying coat in which at least two types of luster pigment to be oriented in different directions in a magnetic field are diffused in a resin to a substrate to form a coated film (step S1), an orientation step of applying a magnetic field to a medium in which the coated film is formed on the substrate to orient the luster pigments contained in the coated film (step S2), and a cure step of curing the coated film (step S3).