

ABSTRACT

Plasticine is a synthetic clay toy that doesn't dry out so it can be used over and over again. Plasticine games are aimed at children with a range of ages 2-6 years because at that age, children will go through a period of early development, such as practicing creativity, exploration and fine motor skills. The early development period of children can be maximized by playing plasticine because plasticine is specifically designed with the aim of increasing children's creativity and fine motor skills. Currently, there are still many parents who lack knowledge about the benefits and purposes of playing plasticine for children. Designing visual branding for BUILDING CREATIVITY activities is a perfect opportunity for the author to introduce the benefits and excitement of playing plasticine for parents and children. Data collection methods for design and research are observation methods at KIDZ STATION toy stores, interviews, and literature studies by studying marketing theory, visual communication design theory, and retail company theory. The result of the design is the development of visual branding media ideas for children's toy retail stores as island displays and online promotion on social media. The benefits of design and research are to provide information and increase awareness to parents who have children aged 2-6 years about the importance of child development and one of the supporters of the development of children's imagination and motor nerves, namely through the method of playing plasticine.

Keywords: Children, Creativity, Fine Motoric, Plasticine, Visual Branding