

DAFTAR GAMBAR

Gambar 2.1	Model <i>consumer experience</i>	13
Gambar 2.2	Logo google (<i>wordmarks</i>).....	15
Gambar 2.3	Logo HP (<i>letterforms</i>).....	15
Gambar 2.4	Logo LEED (<i>emblems</i>).....	16
Gambar 2.5	Logo Apple (<i>pictorial marks</i>).....	16
Gambar 2.6	Logo Target (<i>abstract/symbolic marks</i>)	17
Gambar 2.7	<i>Sequence of cognition</i>	17
Gambar 2.8	<i>Letterform marks</i>	18
Gambar 2.9	Arti dan asosiasi warna	20
Gambar 2.10	Komposisi warna.....	21
Gambar 2.11	Tipe-tipe ikon	23
Gambar 2.12	<i>Typeface old style</i>	24
Gambar 2.13	<i>Typeface Transitional</i>	25
Gambar 2.14	<i>Typeface Modern</i>	25
Gambar 2.15	<i>Typeface egyptian (slab)</i>	25
Gambar 2.16	<i>Sans serif</i>	26
Gambar 2.17	<i>Wayfinding & Signage</i>	27
Gambar 2.18	<i>Figure Ground Relationship</i>	28
Gambar 2.19	Kontras	30
Gambar 2.20	<i>Rule of third</i>	32

Gambar 2.21	<i>Grid 6x6</i>	32
Gambar 2.22	<i>Differentiation & Continuity</i>	33
Gambar 2.23	<i>Golden section</i>	34
Gambar 3.1.1	Kota Cirebon	41
Gambar 3.1.2	Keraton Kasepuhan	44
Gambar 3.2	Logo Porto.....	46
Gambar 3.3	Logo Porto <i>landscape</i>	47
Gambar 3.4	Ikon bangunan.....	47
Gambar 3.5	Aplikasi Identitas Visual	48
Gambar 3.6	Logo <i>friendly</i> Bandung.....	49
Gambar 3.7	adaptasi logo friendly Bandung.....	49
Gambar 3.8	<i>Imagery friendly</i> Bandung.....	50
Gambar 3.9	<i>Signage</i> Keraton Kasepuhan	52
Gambar 4.1.1	<i>Moodboard</i> satu	61
Gambar 4.1.2	<i>Moodboard</i> dua	62
Gambar 4.1.3	<i>Moodboard</i> tiga.....	62
Gambar 4.2.1	<i>Sketsa</i> manual logo.....	63
Gambar 4.2.2	<i>Sketsa</i> manual logo terpilih.....	64
Gambar 4.2.3	eksplorasi <i>digital</i> logo	64
Gambar 4.2.4	geometri dan proporsi logo terpilih.....	65
Gambar 4.2.5	logo mendatar dan menurun.....	65
Gambar 4.2.6	logo hitam putih	65

Gambar 4.2.7 logo dengan teks terpisah	66
Gambar 4.2.8 logo tanpa latar	66
Gambar 4.2.9 <i>picmark</i> tanpa <i>typemark</i>	66
Gambar 4.2.10 <i>letterform mark</i>	67
Gambar 4.2.11 pola Keraton Kasepuhan	68
Gambar 4.2.12 Pola Keraton Kanoman	68
Gambar 4.2.13 Pola Gua Sunyaragi dan Makam Sunan Gunung Jati	69
Gambar 4.2.14 Pola berbasis lingkaran.....	69
Gambar 4.2.15 Pola sekunder	70
Gambar 4.2.16 Skema warna	71
Gambar 4.2.17 Sketsa <i>imagery</i>	72
Gambar 4.2.18 <i>imagery</i> Keraton Kasepuhan	72
Gambar 4.2.19 <i>imagery</i> Keraton Kanoman	73
Gambar 4.2.20 <i>imagery</i> Gua Sunyaragi.....	73
Gambar 4.2.21 <i>typeface</i> Caruban Merriweather regular.....	74
Gambar 4.2.22 <i>typeface</i> Source sans pro family.....	74
Gambar 4.2.23 <i>grid system</i> surat di desain surat.....	75
Gambar 4.2.24 <i>grid system</i> amplop.....	76
Gambar 4.2.25 desain amplop.....	76
Gambar 4.2.26 amplop tampak belakang.....	76
Gambar 4.2.27 <i>grid system</i> Kartu nama.....	77
Gambar 4.2.28 kartu nama dua muka.	77

Gambar 4.2.29 <i>grid system map</i>	78
Gambar 4.2.30 pola map.	78
Gambar 4.2.31 sistem <i>grid</i> tiket.....	79
Gambar 4.2.32 desain tiket.....	79
Gambar 4.2.33 sistem <i>grid</i> buku wisata hal. 0-7.....	80
Gambar 4.2.34 sistem <i>grid</i> buku wisata hal. 8-14.....	81
Gambar 4.2.35 peta wisata.	82
Gambar 4.2.36 halaman utama.....	83
Gambar 4.2.37 halaman sejarah.	84
Gambar 4.2.38 halaman peta wisata.	84
Gambar 4.2.39 halaman blog.	85
Gambar 4.2.40 halaman kontak.	85
Gambar 4.2.41 EGD Keraton Kasepuhan dan Batik Trusmi	86
Gambar 4.2.42 EGD Gua Sunyaragi.....	87
Gambar 4.2.43 <i>wayfinding</i>	87
Gambar 4.2.44 <i>welcome sign & back drop</i>	88
Gambar 4.2.45 <i>billboard</i> Gua Sunyaragi & Keraton Kasepuhan	89
Gambar 4.2.46 <i>billboard</i> Keraton Kanoman.....	90
Gambar 4.2.47 Kartu identitas	90
Gambar 4.2.48 bendera	91