

ABSTRACT

Bandung is one of the big city in Indonesia and also the capital city of West Java province. The city itself is well-known for the city with high creativity level in Indonesia based on UNESCO. One of creative industry that hosted on Bandung is the clothing industry. Maternal Disaster is one of the name over a bunch of clothing brands in the city. Maternal Disaster produce and sell stuffs like t-shirt, jacket, shoes, bag, and accessories. As a brand, Maternal Disaster carry out a lot of program on running the business with the goal to attract the consumer. This kind of thing also become one of branding method for the product. One program implemented by Maternal Disaster is the self collaboration program with the local illustrator in term of designing the product.

Focus of this research is the making of book. The writer would like to create an illustration book contain with the collection of artwork which created by the illustrator who collaborated with Maternal Disaster. This study was meant to be done because the lack of comprehensive media that act as the reference and presentation which should be made for Maternal Disaster for documentation purpose. The illustration book itself will tell about (a) illustrator profile (b) process of making artwork (c) media used (d) collection of portfolio by the illustrator (e) discography of illustrator (f) application of the illustration. The method that i used in this design are observation, interviews, literature review and data analysis. The final results of this design is an illustrated book that will be helpful as a medium of documentation of artists Maternal Disaster.

Keyword: Illustration, Illustrator, Book, Maternal Disaster