

DAFTAR GAMBAR

Gambar 2.1 Layout <i>Sequence</i>	18
Gambar 2.2 Layout <i>Emphasis</i>	18
Gambar 2.3 Layout <i>Balance</i>	19
Gambar 2.4 Layout <i>Unity</i>	19
Gambar 2.5 Garis dan Titik.....	20
Gambar 2.6 Bentuk	20
Gambar 2.7 Tipografi <i>Serif</i>	22
Gambar 2.8 Tipografi <i>Sans Serif</i>	22
Gambar 3.1 Logo Almalia <i>Daycare</i>	28
Gambar 3.2 Peta Almalia <i>Daycare</i>	29
Gambar 3.3 Anak-anak Almalia <i>Daycare</i>	33
Gambar 3.4 Pintu Masuk Almalia <i>Daycare</i>	35
Gambar 3.5 Ruang Belajar Almalia <i>Daycare</i>	35
Gambar 3.6 Ruang Bermain Almalia <i>Daycare</i>	35
Gambar 3.7 Ruang Tidur Almalia <i>Daycare</i>	36
Gambar 3.8 Brosur Almalia <i>Daycare</i>	36
Gambar 3.9 Website Almalia <i>Daycare</i>	37
Gambar 3.10 Logo Galenia <i>Daycare</i>	38
Gambar 3.10 Logo Windiana <i>Daycare</i>	39
Gambar 3.11 <i>Moodboard</i> Target Audiens	50
Gambar 4.1 <i>Font Source Sans Pro</i>	60
Gambar 4.2 <i>Font Restaurant</i>	60
Gambar 4.3 Elemen Visual Logo.....	61
Gambar 4.4 Referensi Visual Logo.....	62
Gambar 4.5 Filosofi Visual Logo.....	62
Gambar 4.6 Logo Terpilih.....	64

Gambar 4.7 Proses Desain Maskot	64
Gambar 4.8 Maskot Terpilih	65
Gambar 4.9 Warna Desain Terpilih	65
Gambar 4.10 Desain <i>Stand Booth</i>	67
Gambar 4.11 Video <i>Youtube</i>	67
Gambar 4.12 Desain poster	68
Gambar 4.13 Desain <i>X-Banner</i>	69
Gambar 4.14 Desain <i>flyer</i> dan <i>Mockup</i>	70
Gambar 4.15 Desain Brosur	71
Gambar 4.16 Desain Umbul-umbul	72
Gambar 4.17 Desain <i>T-shirt</i>	73
Gambar 4.18 Desain Pin	74
Gambar 4.19 Desain <i>Mug</i>	74
Gambar 4.20 Desain <i>Totebag</i>	75
Gambar 4.21 Desain <i>Sticker</i>	76
Gambar 4.22 Desain Mobil	76
Gambar 4.21 Desain <i>Transit Ads</i>	77
Gambar 4.22 Desain <i>Instagram</i>	78
Gambar 4.23 <i>Pop Ads</i>	79
Gambar 4.24 Desain <i>Facebook</i>	79
Gambar 4.25 Desain <i>Website</i>	80