

ABSTRACT

Orlando, Oktaweno. 2018. Director of Photography Features Television about Batik Tulis Garut as Local Khazanah. Final Task. Visual Communication Design Program. Creative Industries Faculty of Telkom University. Bandung.

Television features about batik tulis Garut is a features that take up about batik tulis Garut. This topic taken because we find out that the teenagers in Garut has a minim interest to conserve batik tulis Garut which are batik tulis Garut one of Garut's specific art un there. And that, it's still rarely that a television features talking about batik tulis Garut than others batik. And then, this television features besides showing about batik tulis Garut, it will showing about the region of Garut district, it also can be chance of the director to introducing region of Garut. The process of this design is using quality method to collect the data, and then, ethnographic approach to get the result data about the cause of the minim interesting about batik tulis Garut on teenager in Garut. The result of data that obtained and that analysis result used as the base to build the styling concept on camera directing on television features. The camera directing concept here focuses on taking dynamic image composition. By means of this television features main idea, size of picture, camera movement and the viewpoint which can be explored to send the message as well so that the teenager of Garut can conserve batik tulis Garut so that don't suffered extinction.

Keywords: Televison features, batik tulis Garut, director of photography