

ABSTRACT

The development of the graphic design profession is currently accompanied by the development of design knowlage. In the process it also requires a means for graphic design students to understand their scientific knowledge more deeply. The difficulty of getting learning media and / or scientific sources, even with the ease of access to technology, which is much easier, finally makes awareness of the importance of the process and exploration in design ruled out, even though a design result is not only about output but also a long process in it. So that the work can answer and be a solution to a problem. To be an ideal designer in the process, learning and understanding the importance of a process must be trained and instilled since students as beginner level will become graphic designers. So the graphic design process must be embedded from the ground up. In this research, qualitative methods were used by using SWOT analysis to find out the strengths and strengths of the media to be designed. This study resulted in the design of an interactive Book-shaped information media about the basic graphic design process for beginners which would be useful for students at the basic level of graphic design as information and learning books in order to understand the importance of a process in designing.

Keywords: Interactive Book, Process, Graphic Design, Beginner