

ABSTRACT

Technological development can not be separated from the industrial world. Included in creative industries, such as the graphic design with instrumental printing techniques. This development also made graphic designers more independent to make artwork. The faster process of production and the quantity no longer have a minimum, making this process no longer considered important. This is compounded by a lack of educational media to discuss the understanding and development of the printing process. DKV students should understand the basic of the print process so that can be simplified DKV's students in realizing an ideal and effective product include concept and workflow to reduce errors and misunderstanding that occur between designer and production department. This research using collecting data methods through observation, interviews, questionnaires, literature studies also uses a SWOT analysis method to see the advantages of media that have been designed. Based on the research background and collecting data researcher try to make the design of new media in the form of serial books about the basic understanding of printing process for DKV students by deepening the printing process: preprint - print - post-print on each book to make it easier to understand and can help DKV students in their design process.

Keywords: Printing Process, Educational Media, DKV Student