

## **ABSRTACT**

### ***ALTERNATIVE DESIGN FOR STUDENTS UNIFORM AT TELKOM UNIVERSITY***

***By***

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*Uniforms are one of the features that play an important role in a company, one of the applications of uniforms is the school. At the college level, Telkom University set uniform regulation according to the Decree of the rector of Telkom University number: KR. 514/AKD6/BKA/2014. According to the narrative Sub-division of the student, Mr. Ahmad gratitude that there is no further development of the uniform of Telkom University. The data obtained is from interviews, polls and literature data. After that analysis is done description of concept that is taken from the meaning of the emblem and color in the logo of Telkom University which is expected to bring out the characteristics of Telkom University. The author performs several stages of exploration, ranging from exploration of detail to a common use on sergam such as collar, pockets, buttons, colors, arms and cuffs. Once you've obtained the appropriate exploration results and applied to the design, then choose a design that fits the concept.*

*Keywords: Uniform, Telkom University*