

ABSTRACT

DESIGNING PHOTOGRAPHY ART TRAINING CENTER IN BANDUNG

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Abstract - As development, photography technology is not only used as a medium for expressing one's ideas and creativity, but more than that the development of photography already has institutions related to the photography profession that can provide certification to become a photographer, this institution is known as the Institute Indonesian photography competency certification (LESKOFI). The rapid use of photography, especially in the city of Bandung, as the capital city of West Java, which has the highest number of photography users, has the potential to develop new resources in the creative industry. However, judging from the problems of photography users, it is necessary to develop a creative mindset that can follow the development of photographic technology, from this problem using a method of analogy approach applied to interior elements with existing spiral conditions which aims to apply meanings based on analysis of objects analogous to stimulating the mindset of photography art users who are assisted with facilities and infrastructure in bridging the art of photography training and can improve the competitiveness of Indonesian photography. And that this research can be used as a benchmark in the design of interior designs that will raise the side of the application of analogies based on visual objects used on interior elements with the existing conditions that are circular.

Keywords: Art of Photography, Training Center, Analogy, Interior Design.