

DAFTAR GAMBAR

Gambar 2.1 Contoh Ilustrasi Poster	26
Gambar 2.2 Tipografi.....	27
Gambar 2.3 Wheel of Colour	28
Gambar 2.4 Layout.....	28
Gambar 3.1 Logo PT PLN (Persero).....	31
Gambar 3.2 HUMAS PLN, Franklin Ghinter	36
Gambar 3.3 Logo Earth Hour.....	40
Gambar 3.4 Sosial Media Earth Hour	41
Gambar 3.5 Menteri ESDM Sudirman Said Diwawancara.....	41
Gambar 3.6 Sosial Media Potong 10%	42
Gambar 4.1 Refrensi Visual Feeds Instagram.....	53
Gambar 4.2 Refrensi Poster Cetak dan Poster Film.....	53
Gambar 4.3 Paduan Warna Perancang.....	55
Gambar 4.4 Poster Cetak.....	55
Gambar 4.5 Penempatan Poster Cetak di Mall	56
Gambar 4.6 Poster Cetak di Event	56
Gambar 4.7 Poster Cetak di Event	57
Gambar 4.8 Poster Game MANYALA	58
Gambar 4.9 Penempatan Poster di Event.....	59
Gambar 4.10 Feeds Instagram.....	59
Gambar 4.11 Instagram MANYALA.....	60
Gambar 4.12 Snapgram Manyala Instagram.....	61
Gambar 4.13 Video Instalasi ketika bermain	61
Gambar 4.14 Video Prologue-Epilogue Game	62
Gambar 4.15 X-banner	62
Gambar 4.16 Kaos Bijak Listrik	63
Gambar 4.17 Totebag Bijak Listrik	63
Gambar 4.18 Pouch.....	64
Gambar 4.19 Gantungan Kunci.....	64