

## DAFTAR GAMBAR

|   |    |
|---|----|
| Gambar 2.1 Buku Pop-Up.....                             | 10 |
| Gambar 2.2 Concept Book.....                            | 14 |
| Gambar 2.3 Picture Book.....                            | 15 |
| Gambar 2.4 Early Readers Book .....                     | 16 |
| Gambar 2.5 Chapter Book .....                           | 17 |
| Gambar 2.6 Middle Grade Book .....                      | 18 |
| Gambar 2.7 Young Adult Book.....                        | 19 |
| Gambar 2.8 Manuscript Grid .....                        | 21 |
| Gambar 2.9 Collumn Grid .....                           | 21 |
| Gambar 2.10 Modular Grid .....                          | 22 |
| Gambar 2.11 Hierarchical Grid .....                     | 22 |
| Gambar 2.12 Eksplorasi Grid .....                       | 23 |
| Gambar 2.13 Warna Primer.....                           | 24 |
| Gambar 2.14 Warna Sekunder .....                        | 24 |
| Gambar 2.15 Warna Tersier .....                         | 25 |
| Gambar 2.16 RGB (Additive Color).....                   | 26 |
| Gambar 2.17 CMYK (Subtractive Color) .....              | 26 |
| Gambar 2.18 Font Serif .....                            | 29 |
| Gambar 2.19 Font Sans Serif .....                       | 29 |
| Gambar 2.20 Font Formal Script.....                     | 30 |
| Gambar 2.21 Font Casual Script.....                     | 31 |
| Gambar 2.22 Font Dekoratif.....                         | 31 |
| Gambar 3.1 Logo Wahana Lingkungan Hidup Indonesia ..... | 34 |
| Gambar 3.2 Logo PT. Mizan Pustaka.....                  | 36 |
| Gambar 4.1 Filosofi Logo.....                           | 60 |
| Gambar 4.2 Filosofi Logo.....                           | 60 |
| Gambar 4.3 Packaging.....                               | 63 |
| Gambar 4.4 Packaging.....                               | 63 |
| Gambar 4.5 Lunch Set .....                              | 64 |
| Gambar 4.6 Moodboard.....                               | 67 |
| Gambar 4.7 Warna.....                                   | 68 |
| Gambar 4.8 Referensi Penggayaan Ilustrasi .....         | 68 |
| Gambar 4.9 Referensi Penggayaan Ilustrasi .....         | 69 |
| Gambar 4.10 Referensi Penggayaan Ilustrasi .....        | 69 |
| Gambar 4.11 Referensi Penggayaan Ilustrasi .....        | 70 |
| Gambar 4.12 Referensi Pop-Up .....                      | 70 |
| Gambar 4.13 Referensi Peek-A-Boo.....                   | 71 |
| Gambar 4.14 Referensi Modular Grid .....                | 72 |
| Gambar 4.15 Font Knicknack .....                        | 72 |
| Gambar 4.16 Font Dosis .....                            | 73 |
| Gambar 4.17 Sketsa Paman Sawu.....                      | 73 |
| Gambar 4.18 Sketsa Natuna .....                         | 74 |
| Gambar 4.19 Alternatif Paman Sawu 1 .....               | 75 |
| Gambar 4.20 Alternatif Paman Sawu 2 .....               | 75 |

|  |    |
|--|----|
| Gambar 4.21 Alternatif Natuna 1 .....              | 76 |
| Gambar 4.22 Alternatif Natuna 2 .....              | 76 |
| Gambar 4.23 Storyboard Bagian 1 Alternatif 1 ..... | 77 |
| Gambar 4.24 Storyboard Bagian 1 Alternatif 2 ..... | 77 |
| Gambar 4.25 Storyboard Bagian 2 Alternatif 1 ..... | 78 |
| Gambar 4.26 Storyboard Bagian 2 Alternatif 2 ..... | 78 |
| Gambar 4.27 Cover Buku Bagian 1 .....              | 79 |
| Gambar 4.28 Isi Buku Bagian 1 .....                | 81 |
| Gambar 4.29 Aset Buku Bagian 1.....                | 81 |
| Gambar 4.30 Mock Up Buku Bagian 1.....             | 83 |
| Gambar 4.31 Cover Buku Bagian 2 .....              | 84 |
| Gambar 4.0.32 Isi Buku Bagian 2 .....              | 86 |
| Gambar 4.33 Aset Buku Bagian 2.....                | 86 |
| Gambar 4.34 Mock Up Buku Bagian 2.....             | 88 |