

ABSTRACT

Vanessa Ayu Putri, 1604180089, 2021, Visualization and Photo Representation of Children's Clothing Products as a Promotion Tool (Case Study: Studio Deracatalogue) "Thesis: Fine Arts Study Program, Faculty of Creative Industries, Telkom University"

The purpose of writing this thesis is to add insight to the readers regarding the description of the visualization and representation of photos of children's clothing products in the Deracatalogue studio as a promotional medium. This study uses qualitative research methods with data collection techniques in the form of observation, interviews, documentation, literature studies, and websites. The results of the data that have been obtained will be processed and analyzed so that they become conclusions and become solutions to a problem. The results of this study resulted in conclusions, namely: 1) Based on Stuart Hall's representation theory, the difference in visual quality and representation of photos of children's clothing products at the Deracatalogue studio is influenced by several aspects, namely the object of the photo, the photographer (maker), camera or photographic equipment, elements of - visual design elements in product photos, and product photo observers (viewer), 2) Based on photography theory, there are three product photography techniques applied to photos of children's clothing products in the Deracatalogue studio, namely flat lay photography, hero shot, and detailed shot, 3 There are two main factors that affect the visual quality of a product photo, namely visual design elements (lines, planes, colors, textures, patterns, light and dark) and visual design principles (composition, balance, rhythm, unity, contrast). , focus point, and camera angle). And the end of this research will provide readers with more insight regarding the visualization and representation of photos of children's clothing products in the Deracatalogue studio which are used as promotional media.

Keywords: Visualization, Representation, Product Photos