

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1.1 Kerangka Penelitian | 18 |
| Gambar 2.1 <i>Brand</i> | 20 |
| Gambar 2.2 <i>Website</i> | 21 |
| Gambar 2.3 <i>Layout</i> | 25 |
| Gambar 2.4 Warna | 26 |
| Gambar 2.5 <i>Typography</i> | 28 |
| Gambar 2.6 Gambar | 29 |
| Gambar 2.7 Kerangka Teori | 30 |
| Gambar 3.1 Logo Weldphotograph | 32 |
| Gambar 3.2 <i>Wedding Photography</i> | 34 |
| Gambar 3.3 <i>pre-Wedding Photography</i> | 34 |
| Gambar 3.4 Logo Weldphotograph | 36 |
| Gambar 3.5 Member Weldphotograph dan Klien | 36 |
| Gambar 3.6 <i>Behind the Scene</i> Proyek Wedding Photography | 37 |
| Gambar 3.7 Tampilan Instagram Weldphotograph | 37 |
| Gambar 3.8 Pricelist | 38 |
| Gambar 3.9 <i>Wedding Photography</i> | 38 |
| Gambar 3.10 <i>Wedding Photography</i> | 39 |
| Gambar 3.11 Wawancara Seputar Profil Perusahaan | 40 |
| Gambar 3.12 Wawancara Seputar <i>UI UX Design</i> | 41 |
| Gambar 3.13 Umur Responden | 43 |
| Gambar 3.14 Domisili Responden | 44 |
| Gambar 3.15 Pertanyaan Umum | 44 |
| Gambar 3.16 Indikator Pemilihan Studio Fotografi | 45 |
| Gambar 3.17 Indikator Antusiasme Responden | 46 |
| Gambar 3.18 Info yang Bermanfaat dari Studio Fotografi | 47 |
| Gambar 3.19 Media Pendukung | 48 |
| Gambar 3.20 Logo RKT Fotografi | 49 |
| Gambar 3.21 <i>Feeds</i> Instagram RKT Fotografi | 49 |
| Gambar 3.22 Logo Silentmoto | 50 |
| Gambar 3.23 <i>Feeds</i> Instagram Silentmoto | 50 |
| Gambar 3.24 Logo Imagenic | 51 |
| Gambar 3.25 <i>Website</i> Imagenic | 51 |
| Gambar 3.26 Tampilan Instagram Imagenic | 52 |
| Gambar 3.27 Felix Photography <i>web version</i> | 53 |
| Gambar 3.28 Felix Photography <i>mobile version</i> | 53 |
| Gambar 3.29 Aesthetic Ambience <i>web version</i> | 54 |

| | |
|--|----|
| Gambar 3.30 Aesthetic Ambience <i>mobile version</i> | 54 |
| Gambar 3.31 Mailchimp <i>Website</i> | 55 |
| Gambar 4.1 <i>Mind Map</i> | 62 |
| Gambar 4.2 <i>Moodboard</i> | 63 |
| Gambar 4.3 <i>Layout Asimetris</i> | 64 |
| Gambar 4.4 Warna | 65 |
| Gambar 4.5 Warna Kuning dan Oranye | 65 |
| Gambar 4.6 Warna Ungu | 66 |
| Gambar 4.7 Tipografi | 66 |
| Gambar 4.8 Foto | 67 |
| Gambar 4.9 Tahapan Pembuatan Ilustrasi | 67 |
| Gambar 4.10 Ilustrasi | 68 |
| Gambar 4.11 Tahapan Perancangan | 69 |
| Gambar 4.12 <i>Sitemap</i> | 69 |
| Gambar 4.13 <i>Wireframe Homepage</i> | 70 |
| Gambar 4.14 <i>Wireframe Homepage Versi Mobile</i> | 71 |
| Gambar 4.15 <i>Wireframe About Us</i> | 72 |
| Gambar 4.16 <i>Wireframe About Us Versi Mobile</i> | 73 |
| Gambar 4.17 <i>Wireframe Portfolio</i> | 74 |
| Gambar 4.18 <i>Wireframe Portfolio Versi Mobile</i> | 75 |
| Gambar 4.19 <i>Wireframe Galeri</i> | 76 |
| Gambar 4.20 <i>Wireframe Galeri Versi Mobile</i> | 77 |
| Gambar 4.21 <i>Wireframe Layanan</i> | 78 |
| Gambar 4.22 <i>Wireframe Layanan Versi Mobile</i> | 79 |
| Gambar 4.23 <i>Wireframe Hubungi Kami</i> | 80 |
| Gambar 4.24 <i>Wireframe Hubungi Kami Versi Mobile</i> | 81 |
| Gambar 4.25 <i>Home Versi Desktop</i> | 82 |
| Gambar 4.26 <i>About Us Versi Desktop</i> | 83 |
| Gambar 4.27 <i>Portfolio Versi Desktop</i> | 84 |
| Gambar 4.28 <i>Galeri Versi Desktop</i> | 85 |
| Gambar 4.29 <i>Layanan Versi Desktop</i> | 86 |
| Gambar 4.30 <i>Hubungi Kami Versi Desktop</i> | 87 |
| Gambar 4.31 <i>Home Versi Mobile</i> | 88 |
| Gambar 4.32 <i>About Us Versi Mobile</i> | 89 |
| Gambar 4.33 <i>Portfolio Versi Mobile</i> | 90 |
| Gambar 4.34 <i>Galeri Versi Mobile</i> | 91 |
| Gambar 4.35 <i>Layanan Versi Mobile</i> | 92 |
| Gambar 4.36 <i>Hubungi Kami Versi Mobile</i> | 93 |
| Gambar 4.37 <i>Loading Screen</i> | 94 |

| | |
|---|----|
| Gambar 4.38 404 Error | 95 |
| Gambar 4.39 Instagram <i>Post</i> | 96 |
| Gambar 4.40 Instagram <i>Story</i> | 96 |
| Gambar 4.41 <i>Business Card</i> | 97 |
| Gambar 4.42 <i>Mockup Business Card</i> | 97 |