

CHAPTER I

INTRODUCTION

1.1 Background

Graphic design is an element that studies images, fonts, colors, composition, and layouts that have been processed and applied to various visual media. Graphic design is a derivative of knowledge from Visual Communication Design which of course studies the concept of communication and the expression of creative power. (Tinarbuko, 2015). It was from there that the graphic designer departed to provide solutions to the problems their clients had. For the graphic designer profession itself, expertise is needed to be able to understand what message you want to convey in visual form. To reach that point, these graphic designers certainly need experience in working on design projects, so they have a track record of what they have designed, which they put in what is called a portfolio.

A portfolio is a collection of works intended to communicate the creator's ability in a variety of methods, according to the design tradition. (Nugrahani, 2014). Thus, a portfolio is really needed especially for graphic designers as a benchmark for clients to assess the extent to which these graphic designers can understand and provide creative solutions in solving problems in visual form. Often, portfolios are presented in an orderly and presentable style to attract over clients. (Nugrahani, 2014). It should be emphasized that building a portfolio is crucial to the success of a graphic designer's future profession because it helps them attract clients. Clients will find it very easy when they can see the track record of the designer, especially if the portfolio is in an easily accessible form such as an online/digital portfolio.

In the presence of the growth of the technology and creative industries, as it is currently needed a lot of sources of information more about development of technology and creative industries to add insight to the community and, most importantly, focused on the designers who participate in the development of the era of this creative field. (Ngurah Piantara et al., 2021). Also quoting from journals (Ar Razi et al., 2018), limited information about the lack of information, limited management systems, and the lack of alternative technology media can be developed by utilizing advancements in information and communication technology that have emerged quickly through internet technology in the digital era.

Followed by the development of all digital all around, including digital portfolios that are very easy for clients and of course the designer themselves to spread their wings in the creative industry. With a digital portfolio, graphic designers can easily "collect" the latest results of their work and will always be updated. From there also the client can easily see the development of the designer from time to time. Moreover, digital portfolio can be accessed anytime and anywhere by anyone. With all this flexibility, graphic designers will be greatly facilitated by the development of technology and digital portfolios.

However, there are still numerous challenges faced by regular individuals who want to pursue careers in the design industry. Interviews with many target audiences who are just starting to get interested in the field of design provide support for this. They frequently struggle with confusion over who to turn to when they don't understand design, feeling perplexed or unsure of where to find design projects for them to work on, lack of facilities to demonstrate and hone their skills, and so far there is no platform or application that enables practice for dealing with clients as well as a digital portfolio in Indonesia because of this.

For this reason, this research aims to help people who are just starting to learn to design, help hone their skills in a way that is easy for ordinary people to understand. Helping people who want to create a portfolio but are still confused about what they should make. Familiarize graphic designers to receive case studies and visualize them. So that they can have a targeted portfolio with the various projects they are working on and in the end, it can help them become freelancers or get a job as a designer from the portfolio they have, or just expand the connection between graphic designers who have just sprung up who initially give each other an impression on each other's portfolios.

The author will design a UI design prototype in accordance with design principles so that it can be understood by people who are new to the world of graphic design. With a look and elements that are modern and easy to understand. That way the user can use it as a convenient learning medium. In this case, the target audience is students who want to study digital design in the Jakarta and Bandung areas. The two places were chosen because from the data obtained, there were many

campuses with DKV majors and students during the Jakarta and Bandung era were more active in often holding art or design events.

1.2 Problem Identification

From the description on the background of the problem, the identification of the problems that arise are:

1. The lack of project gained for new designer with zero experience to put in their portfolio.
2. There is no platform that can facilitate new emerging graphic designers to learn to visualize briefs from clients that operating in Indonesia.
3. There are no platform who design visual displays to learn how to create portfolios and how to interact with clients in one platform.

1.3 Research Questions

When viewed from the description of the identification of the problem, the formulation of the problem that occurs is “How to design a platform display for online portfolio and exercises about dealing with client’s brief that is devoted to the new designer.”

1.4 Research Limitation

The scope of the limitations in this study is as follows:

1. What

Provide platform for new graphic designer that contains fake client who deliver brief followed by creating digital portfolio and online classes in one media.

2. When

The research started on October 2022.

3. Why

To facilitate the development of new graphic designers' talents, the creation of organized portfolios, and help provide media to learn design from anywhere and anytime.

4. Who

The target users of this platform are people who are new to the world of design, want to learn further about design and want to have a targeted portfolio in the age range of 18-20 years.

5. Where

The scope of this research is devoted to the Bandung and Jakarta areas.

6. How

Designing a user interface design with the final output in the form of a media platform design prototype to make it easier for new graphic designers to practice skills and create portfolios.

1.5 Research Goal

Based on the research question set above, the purpose of this study is to produce a platform display for online portfolio and exercises about dealing with client's brief that is devoted to the new designer

1.6 Research Benefits

1. For the Academics

- a. This study can be used as a guide to develop a solution using the UI/UX design principles of Visual Communication Design.
- b. This research can be used as a reference source for writing research that is still interconnected within the academic community.

2. For the Writer

- a. Become a medium for writers to finally be able to apply the knowledge that has been obtained after becoming a Visual Communication Design student.
- b. Train to think critically, look for existing problems and be able to find solutions to solve problems faced, to develop skills in university-level graphic designer projects.
- c. To complete one of the requirements needed to complete the S1 Visual Communication Design at Telkom University

3. For the Public

- a. Aid emerging graphic designers in building a conceptualized portfolio.

- b. Making a platform for knowledge or practice for emerging graphic designers that help them transform customer briefs into visual.
- c. Helping emerging graphic designers to learn digital design quickly and how to deal with clients.

1.7 Research Method

The author used a variety of research approaches in the design of this study. They are as follows:

1.7.1 Data Collection

a. Observation Method

“The term "observation method" refers to a strategy for observing and describing a subject's activity, and it entails the fundamental technique of merely observing the phenomena until some intuition or understanding is acquired.”(Kumar, 2022).

This data search strategy aims to compare a platform from the same nation to the design the author intends to create. By looking for weakness and strengths after searching for and gathering all graphic design-related platforms. This method is also used to observing the behaviors, preferences, and needs of many high school students, first-semester design students or people that new to the field of graphic design.

b. Interview Method

Interview is one method for finding and getting the main data by means of verbal information with one or more people, interview methods are often used in interpretive and critical research. (Bastian et al., 2018).

This method will be carried out by asking several questions related to problems in making portfolios or asking about the characteristics of clients that most graphic designers like or dislike to students who are in high school and are interested in graphic design, to entry-level college students and to people who are new to the world of design. Will be done through internet-based app such as zoom,

Google meet or via WhatsApp Messenger, names and faces will be disguised to protect privacy.

1.7.2 Data Analysis

Connecting the conceptualization of the problem, the theoretical framework, and the research data is the process of data analysis. (Soewardikoen, 2019).

a. Content Visual Analysis

For content analysis, the author will use it as a comparison. Comparing one platform to another. Content analysis is useful as a level or benchmark for making products, so after observing and comparing from 1 platform and with others, the author hopes to get a benchmark for creating or innovating platforms that are already on the internet.

b. S.W.O.T Analysis

In this analysis, the author uses the S.W.O.T analysis method to look for strengths and weaknesses from outside and inside which will then get a reference solution to achieve the best design strategy. This is done after obtaining and collecting data and then describing what is in the four components (Strength, Weakness, Opportunity, and Threat).

1. Strength : traits of the company or project that set it apart from rivals
2. Weakness : features that give the company or project an unfair competitive edge
3. Opportunity: environmental factors that the project or business could take advantage of
4. Threat : environmental factors that could be problematic for the project or enterprise

1.8 Design Framework

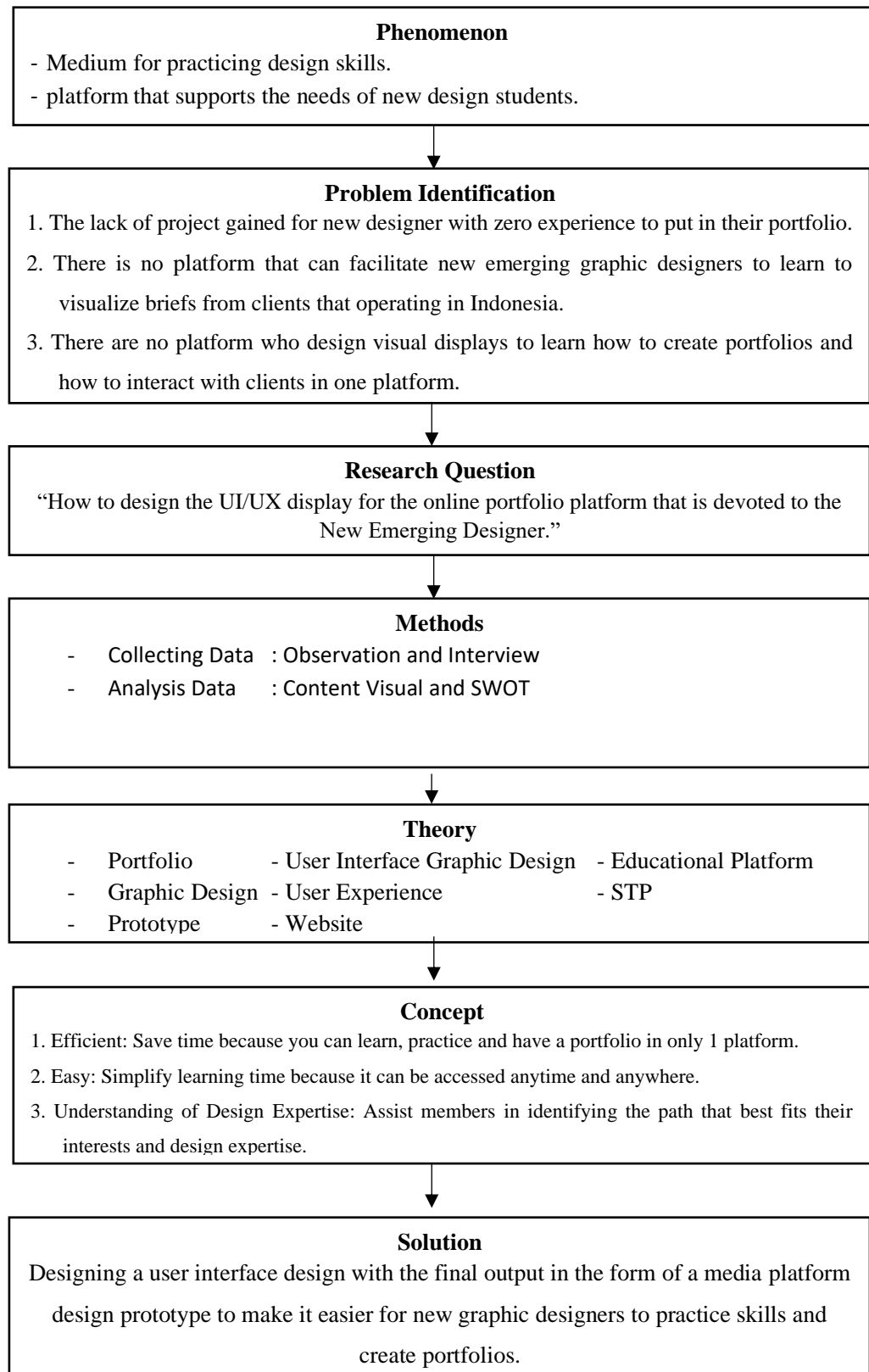


Figure 1.1. Design Framework

(Source: private document)

1.9 Writing Systematic

The systematic of writing research consist of:

A. Chapter I Introduction

Contains the problem's background, which describes the general description of the issue that was raised in light of the observed phenomena. It also discusses the issue's emphasis, its formulation, its constraints, and the design goals. This chapter also provides a brief summary of each chapter, outlines the data gathering techniques that will be employed, and describes how the design framework is utilized as a guide for the design process.

B. Chapter II Rationale

Explanation of the theories' justifications, which should be utilized as a research guide.

C. Chapter III Data and Problem Analysis

Providing more details about the information gleaned via questionnaire distribution, interview findings, and analytic results utilizing the theories discussed in Chapter II of the research strategy.

D. Chapter IV Concept and Design Results

Describe the idea of research, which includes the ideas of communication, creativity (method), media, and visuals. Additionally, the results of the design, including sketches and the use of visualization in the media, are displayed.

E. Chapter V Closing

Provide conclusions on research that has been undertaken.

Bibliography

List of bibliography used by the author as a source of data or reference.

Attachment

Contains all the attachments used by the author during the research, such as questionnaires, interview photos and thank you notes.