

TABLE OF CONTENTS

VALIDITY SHEET	ii
STATEMENT SHEET	iii
FINAL PROJECT PARTICIPATION DATA.....	iv
FOREWORD.....	v
TABLE OF CONTENTS	vi
TABLE OF PICTURES	ix
LIST OF TABLES	xi
ABSTRACT.....	xii
ABSTRAK	xiii
CHAPTER I	1
PREFACE.....	1
1.1. Background	1
1.2. Problem Identification.....	4
1.3. Research Question	4
1.4. Scope.....	4
1.5. Design Purpose.....	5
1.6. Benefits.....	5
1.7. Research Method	5
1.7.1 Literature Review.....	5
1.7.2 Interview	5
1.7.3 Questionnaire	6
1.7.4 Observation	6
1.8. Analysis Method.....	6
1.8.1 SWOT Analysis	6
1.8.2 Matrix Analysis.....	6
1.9. Design Framework.....	7
1.10. Writing Systematic.....	8
CHAPTER II.....	9
THEORITICAL BASIS	9
2.1 Stages Of Cognitive Development in Children.....	9
2.2 Formative Age	10
2.3 Children Literature	10

2.4 Children's Book Level	10
2.4.1 Pre-reading 1	10
2.4.2 Pre-reading 2.....	11
2.4.3 Early reading.....	11
2.4.4 Initial reading	12
2.4.5 Fluent reading	12
2.4.6 Advanced reading	12
2.4.7 Proficient reading.....	13
2.4.8 Critical reading.....	13
2.5 Educational Media	14
2.6 Storyline	14
2.7 Illustration	14
2.7.1 Types of Illustration	15
2.7.2 Styles and Techniques.....	15
2.7.3 Illustration Purposes.....	17
2.8 Character Design	17
2.9 Merchandise	18
2.10 Visual Communication Design.....	19
2.10.1 Visual Communication Design Elements	19
2.11 Layout	20
2.12 Colour.....	20
2.13 Typography	21
CHAPTER III	22
DATA PROBLEM AND ANALYSIS	22
3.1 Institution Data	22
3.1.1. Shelter Kucing Bandung (@adopsikucingbdg_).....	22
3.2 Target Audience Data.....	23
3.2.1 Primary Target Audience	23
3.2.2 Secondary Target Audience	23
3.3 Interview Data.....	24
3.3.1 Interview with Parent	24
3.3.2 Interview with Illustrator	25
3.4 Questionnaire Data	26
3.4.1 Questionnaire	26
3.5 Similar Media Observation	31
3.5.1 Cerita si Kucing	31

3.5.2	Miaw Miaw Kucing Mengeong	31
3.5.3	Bertualang di Kebun Binatang	32
3.6	Data Analysis.....	32
3.6.1	Interview Analysis with Parent.....	32
3.6.2	Interview Analysis with Illustrator.....	33
3.6.3	First Questionnaire Analysis.....	33
3.6.4	Second Questionnaire Analysis.....	34
3.6.5	Similar Media Observation Analysis.....	35
3.6.6	SWOT Analysis	37
CHAPTER IV.....		38
CONCEPT AND DESIGN RESULT		38
4.1	Message Concept.....	38
4.2	Creative Concept.....	38
4.3	Media Concept	38
4.3.1	Main Media	38
4.3.2	Supporting Media.....	39
4.4	Visual Concept	39
4.4.1	Mood board	39
4.4.2	Colour	40
4.4.3	Typography	40
4.4.4	Layout	41
4.4.5	Activity	41
4.4.6	Sketches	42
4.4.7	Storyboard.....	46
4.5	Business Concept.....	47
4.5.1	Promotion.....	47
4.6	Design Result	48
4.6.1	Character Design.....	48
4.6.2	Main media	49
4.6.3	Supporting media	53
CHAPTER V		57
FINALE.....		57
5.1	Conclusion	57
5.2	Suggestion.....	57
BIBLIOGRAPHY		58