

ABSTRACT

Students usually have little time to change course hours with an average of one to two hours. This makes students have to wait around the campus area. Although around campus there are several choices of places to wait such as food stalls, parks, student boarding houses and others, students often feel uncomfortable when they have to wait outside. Starting from the hot weather of the campus area, and also when the rainy season will cause heavy rain to make students late for the next course. With these problems, the academic community provides suggestions for making a more adequate waiting area for students of the Faculty of Creative Industries. One of them is a student lounge. The Faculty of Creative Industries building actually has an area that can be used as a student lounge, but the existing area is only used as a storage area for large canvas works. With the planning of this student lounge, it is hoped that it can make a place for students to wait comfortably which also provides a new identity for the faculty building. This design uses a brand identity approach with campus boundaries as a green campus. The facilities that will be designed are: pantry, individual and group work areas, and also a closed discussion area.

Keyword: Brand Identity, Student Lounge, Faculty of Creative Industries