

DAFTAR GAMBAR

Gambar 1. 1 Kerangka Perancangan.....	19
Gambar 2. 1 Kerangka Teori.....	35
Gambar 3. 1 Logo Geoff Max.....	37
Gambar 3. 2 Sepatu Geoff Max	39
Gambar 3. 3 Instagram Geoff Max	40
Gambar 3. 4 Youtube Geoff Max	41
Gambar 3. 5 Twitter Geoff Max	41
Gambar 3. 6 Situs Web Geoff Max.....	42
Gambar 3. 7 Tiktok Geoff Max	42
Gambar 3. 8 Iklan Geoff Max.....	44
Gambar 3. 9 Dokumentasi pribadi	44
Gambar 3. 10 Wawancara Pihak Geoff Max	48
Gambar 3. 11 Logo Compass.....	50
Gambar 3. 12 Logo Ventela.....	51
Gambar 3. 13 Profil Konsumen	53
Gambar 4. 1 Model Aisas	59
Gambar 4. 2 Timeline AISAS.....	62
Gambar 4. 3 Script	65
Gambar 4. 4 Storyboard.....	67
Gambar 4. 5 Natural Lighting	67
Gambar 4. 6 Pengambilan Footage Video	71
Gambar 4. 7 Proses Edting.....	72
Gambar 4. 8 Proses Coloring	73
Gambar 4. 9 Referensi Desain	74
Gambar 4. 10 Tipografi.....	75
Gambar 4. 11 palet warna	76
Gambar 4. 12 Poster dan Billboard.....	80
Gambar 4. 13 X Banner Geoff Max.....	82
Gambar 4. 14 Merchandise Geoff Max	82
Gambar 4. 15 Feeds Instagram Geoff Max.....	84