

ABSTRACT

THE DESIGN OF VISUAL IDENTITY PROMOTION MEDIA OF EVENT CRAFASHTIVAL 2016

Fashion and craft subsector has grown and developed on its own, but still needed a reinforcement, and full support from government agencies and relevant, so that the industry can continue to grow and continue. Excellence subsector of creative fashion and craft industries must be supported by a media campaign to convey the message and values promoted effectively. Efforts made city government to address this, one of them is to hold the event CRAFASHTIVAL. CRAFASHTIVAL an event "One Day Fashion and Craft" organized by the Government of Bandung with the leading sector in the Department of Trade and Industry KUKM and Bandung to promote, raise awareness, as well as re-introduce local products, fashion and craft Bandung. The design of this event is done as a container to hold the creativity of the citizens of Bandung. Methods of data collection conducted observation on the object of research, library research, informant interviews related. This study uses qualitative research, through a descriptive approach method of analysis, using SWOT analysis. After the data obtained by the authors do the designing visual identity and promotional media. Designed visual identity includes logo, illustration. For media promotion posters, billboards, x-banner, infographics, ambient media and mockups as a description of the object of research.

Keywords: event, visual identity, promotion media