

## DAFTAR GAMBAR

|  | <b>Halaman</b> |
|--|----------------|
| Gambar 1.1 Grafik Impor Mainan Tahun 2016 .....    | 2              |
| Gambar 2.1 Huruf-Serif .....                       | 19             |
| Gambar 2.2 Huruf Sans-Serif.....                   | 19             |
| Gambar 2.3 Huruf Type Family .....                 | 20             |
| Gambar 2.4 Huruf Cursive .....                     | 21             |
| Gambar 2.5 Huruf Monospace.....                    | 21             |
| Gambar 2.6 Model Perilaku Konsumen Sederhana ..... | 25             |
| Gambar 2.7 Model Perilaku Konsumen .....           | 25             |
| Gambar 3.1 Logo YLKI.....                          | 28             |
| Gambar 3.2 Sempoa kecil .....                      | 31             |
| Gambar 3.3 puzzle ikan.....                        | 31             |
| Gambar 3.4 malam plastisin.....                    | 32             |
| Gambar 3.5 balok ukur warna.....                   | 32             |
| Gambar 3.6 puzzle kucing.....                      | 32             |
| Gambar 3.7 setelah wawancara.....                  | 35             |
| Gambar 4.1 Studi Visual .....                      | 46             |
| Gambar 4.2 Font Teks ASAP-BOLD .....               | 47             |
| Gambar 4.3 Font Teks Beffiting Demo .....          | 47             |
| Gambar 4.4 Font Teks Gotham.....                   | 48             |
| Gambar 4.5 Warna yang digunakan.....               | 49             |
| Gambar 4.6 refrensi logo.....                      | 50             |
| Gambar 4.7 Studi Logo gram.....                    | 50             |
| Gambar 4.8 Studi Logo type .....                   | 51             |
| Gambar 4.9 font logo .....                         | 51             |
| Gambar 4.10 storyboard.....                        | 54             |
| Gambar 4.11 3D modeling event .....                | 57             |
| Gambar 4.12 Referensi poster.....                  | 57             |
| Gambar 4.13 Poster Kampanye.....                   | 58             |

|   |    |
|---|----|
| Gambar 4.14 Poster Kampanye.....            | 58 |
| Gambar 4.15 Baliho/Billboard .....          | 59 |
| Gambar 4.16 Sosial Media .....              | 60 |
| Gambar 4.17 Web Banner dan Web Desain ..... | 61 |
| Gambar 4.17 Merchandise .....               | 62 |
| Gambar 4.18 Get in Get out .....            | 62 |