

DAFTAR GAMBAR

Gambar 1. 1 Kerangka Perancangan	22
Gambar 2. 1 Garis	33
Gambar 2. 2 Bentuk	34
Gambar 2. 3 Tekstur.....	34
Gambar 2. 4 Gelap Terang	35
Gambar 2. 5 Warna	35
Gambar 2. 6 Keseimbangan	36
Gambar 2. 7 Irama.....	36
Gambar 2. 8 Penekanan.....	36
Gambar 2. 9 Kesatuan	37
Gambar 2. 10 Serif	37
Gambar 2. 11 Sans Serif.....	38
Gambar 2. 12 Script	38
Gambar 2. 13 Dekoratif.....	39
Gambar 3. 1 Logo Dinas Kesehatan Kota Bandung	43
Gambar 3. 2 Struktur Organisasi.....	45
Gambar 3. 3 Logo Frisian Flag	46
Gambar 3. 4 Foto Profil Aurel	50
Gambar 3. 5 Instagram Dinas Kesehatan Kota Bandung.....	51
Gambar 3. 6 Feeds Instagram Dinas Kesehatan Kota Bandung	52
Gambar 3. 7 <i>Bukti Wawancara dengan Psikolog</i>	53
Gambar 3. 8 <i>Bukti Wawancara dengan Penderita</i>	56
Gambar 3. 9 <i>Bukti Wawancara dengan Frisian Flag</i>	57
Gambar 3. 10 Logo The Smile Centre	65
Gambar 3. 11 <i>Instagram Profile The Smile Centre</i>	66
Gambar 3. 12 <i>Feeds Instagram The Smile Centre</i>	66
Gambar 3. 13 <i>Poster Kampanye The Smile Centre</i>	67
Gambar 3. 14 <i>Logo Positive Vibes</i>	68
Gambar 3. 15 <i>Instagram Profile Positive Vibes</i>	68
Gambar 3. 16 <i>Feeds Instagram Positive Vibes</i>	69
Gambar 3. 17 <i>Poster Kampanye Positif</i>	69

Gambar 4. 2 <i>Konsep Huruf</i>	87
Gambar 4. 3 <i>Konsep Warna</i>	88
Gambar 4. 4 Referensi Konsep Gaya Visual	88
Gambar 4. 5 Referensi Konsep Gaya Visual	89
Gambar 4. 6 Referensi Konsep Layout	90
Gambar 4. 7 Referensi Konsep Layout	90
Gambar 4. 8 <i>Logo</i>	94
Gambar 4. 9 Scene Depresi Cowok	95
Gambar 4. 10 Scene Depresi Cewek.....	95
Gambar 4. 11 Scene Ajakan untuk berubah.....	96
Gambar 4. 12 Feeds Instagram Logo	96
Gambar 4. 13 Feeds Instagram Slide Logo	97
Gambar 4. 14 Feeds Logo Ecstatic	97
Gambar 4. 15 Feeds What is Ecstatic?.....	98
Gambar 4. 16 Feeds Slide Pengertian Ecstatic	98
Gambar 4. 17 Poster Persuasi Snapgram	99
Gambar 4. 18 Potongan Video Campaign Ads	100
Gambar 4. 19 Feeds Pengertian Depresi Slide 1	101
Gambar 4. 20 Feeds Pengertian Depresi Slide 2.....	101
Gambar 4. 21 Feeds Gejala Depresi Slide 1	102
Gambar 4. 22 Feeds Gejala Depresi Slide 2	102
Gambar 4. 23 Feeds Gejala Depresi Slide 3	103
Gambar 4. 24 Feeds Tingkatan Depresi Slide 1.....	103
Gambar 4. 25 Feeds Tingkatan Depresi Slide 2.....	104
Gambar 4. 26 Feeds Tingkatan Depresi Slide 3.....	104
Gambar 4. 27 Feeds Tingkatan Depresi Slide 4.....	105
Gambar 4. 28 Feeds 5 Stages of Grief 1	105
Gambar 4. 29 Feeds 5 Stages of Grief 2 Slide 1	106
Gambar 4. 30 Feeds 5 Stages of Grief 3	106
Gambar 4. 31 Feeds 5 Stages of Grief 2 Slide 2	107
Gambar 4. 32 Feeds 5 Stages of Grief 2 Slide 3	107
Gambar 4. 33 Feeds 5 Stages of Grief 2 Slide 4	108

Gambar 4. 34 Feeds 5 Stages of Grief 2 Slide 5	108
Gambar 4. 35 Feeds 5 Stages of Grief 2 Slide 6	109
Gambar 4. 36 Feeds Acceptance	109
Gambar 4. 37 Feeds Acceptance 2 Slide 1	110
Gambar 4. 38 Feeds Acceptance 3	110
Gambar 4. 39 Feeds Acceptance 2 Slide 2	111
Gambar 4. 40 Feeds Poster Event 1	111
Gambar 4. 41 Feeds Poster Event 2	112
Gambar 4. 42 Feeds Poster Event 3	112
Gambar 4. 43 Storyboard Video 1	113
Gambar 4. 44 Storyboard Video 1	113
Gambar 4. 45 Storyboard Video 3	114
Gambar 4. 46 Snapgram Poster 30 Day Challenge 1	115
Gambar 4. 47 Snapgram Poster 30 Day Challenge 2.....	116
Gambar 4. 48 Poster 30 Day Challenge 3	117
Gambar 4. 49 Feeds Rekomendasi 30 Day Challenge.....	118
Gambar 4. 50 Twibbon	119
Gambar 4. 51 Instagram Ecstatic	120
Gambar 4. 52 Website Ecstatic	121
Gambar 4. 53 Website Ecstatic	121
Gambar 4. 54 Poster Persuasi.....	122
Gambar 4. 55 Poster Persuasi.....	122
Gambar 4. 56 Poster Event Roadshow.....	123
Gambar 4. 57 X Banner	124
Gambar 4. 58 X Banner	125
Gambar 4. 59 Backdrop	126
Gambar 4. 60 Umbul-umbul	127
Gambar 4. 61 Brosur.....	127
Gambar 4. 62 Booth 3D	128
Gambar 4. 63 Booth 3D	128
Gambar 4. 64 Booth 3D	129
Gambar 4. 65 Booth 3D	129

Gambar 4. 66 Photobooth	130
Gambar 4. 67 Notepad	130
Gambar 4. 68 Sticker.....	131
Gambar 4. 69 Tumblr.....	131
Gambar 4. 70 Goodie Bag.....	132
Gambar 4. 71 Hand Slayer.....	132