

ABSTRACT

The current state of the outdoor graphic medium is very worrying, there are many visual languages or graphic communications that are less effective. However, this phenomenon has been going on for a long time, so the problem cannot be solved directly, because many graphic design professionals are not familiar with good graphic design methods, namely the research process. Students as future professional designers in the industry are the group that must be able to bring about a change from previous professional mistakes in working on outdoor graphic media projects. This research is intended as a preventive solution, by cultivating design observation science for students so that the same mistakes do not occur in the future through an educative book. Material regarding important aspects that must be considered during the observation will make students understand the design of effective outdoor graphic medium graphic design media. Because, the designed book will direct students to observation methods that can produce an accurate design. Thus, problems regarding visual language or graphic communication will decrease over time

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