

TABLE OF CONTENTS

VALIDITY SHEET	II
STATEMENT SHEET	3
ABSTRAK	4
FOREWORD	5
TABLE OF CONTENTS	7
TABLE OF PICTURES	10
TABLE OF APPENDICES	11
CHAPTER I	12
PREFACE	12
1.1 Background	12
1.2 Problem Identification	15
1.3 Formulation of the Problem	15
1.4 Scope	15
1.5 Design Objectives	16
1.6 Design Benefits	16
1.7 Design Method	17
1.7.1 Data collection	17
1.7.2 Data Analysis	17
1.8 Framework	19
1.9 Writing Systematic	20
CHAPTER II	21
THEORY	21
2.1 About UI/UX	21
2.2 Visual Communication Media	22
2.2.1 About Multimedia	22
2.2.2 About Website	22
2.2.3 Mobile App	23
2.3 Visual Communication Design	23
2.3.1 Visual Communication Design As Service Design	24
2.3.2 Layout	24
2.4 Color Mood	24

2.5 Design thinking	25
2.6 Design Componen	26
2.7 Theoretical Framework	27
CHAPTER III.....	28
DATA AND ANALYZE.....	28
3.1 Data	28
3.1.1 Perpani.....	28
3.1.2 Archery	28
3.1.3 Tangible Data	29
3.2 Interview Data	30
3.3 Observation Data.....	32
3.4 Analysis of Similar Works	33
3.4.1 IanSeo.....	33
3.4.2 My Archery	34
3.5 User Journey Mapping	35
3.6 Design Thinking.....	36
3.7 Analytic Result.....	37
CHAPTER IV	38
CONCEPT AND DESIGN.....	38
4.1 Concept And Design	38
4.1.1 Creative Concept	38
4.1.2 Design.....	38
4.1.3 Application	38
4.2 Implementation.....	39
4.2.1 Mood Board.....	39
4.2.2 Sketching	40
4.2.3 UI Styles Guide	41
4.3 Output.....	43
4.3.1 Mobile UI Design.....	43
4.3.2 Desktop UI Design	46
4.3.3 Wireframe.....	50
CHAPTER V	53

CLOSING.....	53
5.1 Conclusion.....	53
5.2 Suggestion	53
BILIOGRAPHY	54