TABLE OF CONTENT

VALIDITY SHEET ..... **ii**
DECLARATION SHEET ..... **iii**
PREFACE ..... **iv**
ABSTRACTS ..... **vi**
TABLE OF CONTENT ..... **vii**
TABLE OF IMAGES ..... **ix**
LIST OF TABLES ..... **xi**
CHAPTER I 1
1.1 Background 1
1.2 Research Identification 4
1.3 Research Questions 4
1.4 Research Limitation 4
1.5 Research Purpose 5
1.6 Research Benefits 5
1.7 Research Methodology 6
1.7.1 Data Collection 6
1.7.2 Data Analysis 7
1.8 Research Framework 7
1.9 Writing Systematic 8
CHAPTER II **10**
2.1 Learning Media 10
2.2 Media Interactive 11
2.2.1 Interactive Book 11
2.3 Communication 11
2.3.1 Visual Communication 12
2.3.2 Visual Communication Media 12
2.4 Visual Communication Design 12
2.4.1 Elements of Design 12
2.4.2 Illustration 15
2.5 Theoretical Framework 16
CHAPTER III **17**
3.1 Data of Project Provider 17
3.1.1 School Profile 17
3.1.2 Curriculum 18
3.1.3 School Building 18

3.2 Product Data 19
3.2.1 Hijaiyah 19
3.2.2 Hijaiyah Letters Characteristic & Arabic Vocabulary 20
3.3 Target Audience Data 22
3.4 Observation Data 23
3.4.1 The Media Used in Madrasah Bahru Al'Ilmi 23
3.4.2 Ways of Learning Preschoolers Madrasah Bahru Al'Ilmi 27
3.4.3 Ways of Teaching Teachers Madrasah Bahru Al'Ilmi 27
3.4.4 In-Class Learning Process 28
3.5 Interview Data 29
3.6 Similar Project Data 35
3.7 Data Analysis 38
3.7.1 Matrix Comparison Analysis 38
CHAPTER IV **41**
4.1 Message Concept 41
4.2 Media Concept 42
4.2.1 Main Media 42
4.2.2 Media Support 42
4.3 Creative Concept 44
4.4 Communication Concept 44
4.5 Visual Concept 46
4.5.1 Mood Board 46
4.5.2 Color 46
4.5.3 Typograph 47
4.5.4 Illustration 47
4.5.5 Layout 47
4.6 Business Concept 48
4.7 Design Result 49
4.7.1 Sketches 49
4.7.2 Final Design 51
4.8 Usability Testing 63
CHAPTER V **64**
5.1 Conclusion 64
5.2 Suggestion 64
BIBLIOGRAPHY **65**