

## TABLE OF CONTENTS

<i>VALIDITY SHEET</i> .....	<i>ii</i>
<i>STATEMENT SHEET</i> .....	<i>iii</i>
<i>FINAL PROJECT PARTICIPANT DATA</i> .....	<i>iv</i>
<i>FOREWORD</i> .....	<i>v</i>
<i>TABLE OF CONTENTS</i> .....	<i>vii</i>
<i>LIST OF TABLES</i> .....	<i>xi</i>
<i>LIST OF FIGURES</i> .....	<i>xii</i>
<i>ABSTRAK</i> .....	<i>xv</i>
<i>ABSTRACT</i> .....	<i>xvii</i>
<i>CHAPTER I INTRODUCTION</i> .....	<i>1</i>
<b>1.1. Background</b> .....	<b>1</b>
<b>1.2. Problem Identification</b> .....	<b>3</b>
<b>1.3. Research Question</b> .....	<b>3</b>
<b>1.4. Research Scope</b> .....	<b>3</b>
<b>1.5. Research Goal</b> .....	<b>4</b>
<b>1.6. Research Benefit</b> .....	<b>4</b>
<b>1.7. Research Method</b> .....	<b>5</b>
1.7.1. Data Collection.....	5
1.7.2. Data Analysis .....	6
<b>1.8. Design Framework</b> .....	<b>8</b>
<b>1.9. Writing Systemic</b> .....	<b>9</b>
<i>CHAPTER II LITERATURE REVIEW</i> .....	<i>10</i>
<b>2.1. Digital Illustration</b> .....	<b>10</b>
<b>2.2. Color Theory</b> .....	<b>11</b>

<b>2.3. Typography .....</b>	<b>12</b>
<b>2.4. Layout .....</b>	<b>12</b>
<b>2.5. Grid .....</b>	<b>12</b>
<b>2.6. Margin.....</b>	<b>13</b>
<b>2.7. Design Principles.....</b>	<b>13</b>
<b>2.8. User Interface (UI) .....</b>	<b>14</b>
2.8.1. Mobile User Interface .....	15
2.8.2. Track Log System .....	15
<b>2.9. User Experience (UX).....</b>	<b>15</b>
<b>2.10. Media Design .....</b>	<b>16</b>
<b>2.11. Skincare .....</b>	<b>17</b>
<b>2.12. UV Rays .....</b>	<b>17</b>
<b>2.13. UV Index.....</b>	<b>19</b>
<b>2.14. Sunscreen.....</b>	<b>19</b>
2.14.1. SPF Level on Sunscreen.....	19
2.14.2. Benefits of Sunscreen.....	20
2.14.3. How to Use Sunscreen .....	20
2.14.4. Sun Block .....	21
<b>2.15. Creative Strategies.....</b>	<b>21</b>
<b><i>CHAPTER III DATA AND PROBLEM ANALYSIS.....</i></b>	<b>22</b>
<b>3.1. Project Granting Data .....</b>	<b>22</b>
3.1.1. Carasun Profile.....	22
3.1.2. Vision and Mission .....	23
3.1.3. Product .....	23
<b>3.2. Product Data .....</b>	<b>24</b>
3.2.1. Mobile Reminder Application.....	24
3.2.2. Tracker Log System .....	25

<b>3.3. Target Audience Data .....</b>	<b>26</b>
3.3.1. Geographics.....	26
3.3.2. Demographics .....	26
3.3.3. Psychographics.....	26
3.3.4. Consumer Behavior.....	26
<b>3.4. Data on Similar Projects.....</b>	<b>27</b>
3.4.1. UV Index Now Application .....	27
3.4.2. UVLens Application .....	27
3.4.3. UV Index Widget .....	28
<b>3.5. Questionnaire Data.....</b>	<b>29</b>
3.5.1. Questionnaire Result Data.....	29
3.5.2. Conclusion of the Questionnaire Data .....	39
<b>3.6. Interview Result Data .....</b>	<b>40</b>
3.6.1. Dermatologist (dr. Dhewajani Gunawan Sugianto).....	40
3.6.2. Graphic Designer (Anwar Fikri bin Abdullah) .....	42
3.6.3. College Student .....	43
<b>3.7. Data Analysis.....</b>	<b>45</b>
3.7.1. Matrix Analysis of Similar Project Data.....	45
3.7.2. S.W.O.T Analysis of Similar Project Data .....	46
<b><i>CHAPTER IV CONCEPT AND DESIGN RESULTS .....</i></b>	<b><i>47</i></b>
<b>4.1. Message Concept .....</b>	<b>47</b>
<b>4.2. Creative Concept .....</b>	<b>48</b>
<b>4.3. Communication Concept .....</b>	<b>49</b>
<b>4.4. Visual Concept .....</b>	<b>50</b>
4.4.1. Mood Board .....	50
4.4.2. Color.....	50
4.4.3. Typography .....	51
<b>4.5. Media Concept .....</b>	<b>52</b>
4.5.1. Main Media .....	52

4.5.2. Supporting Media.....	52
<b>4.6. Business Concept .....</b>	<b>52</b>
<b>4.7. References of User Interface .....</b>	<b>53</b>
<b>4.8. Design Results .....</b>	<b>54</b>
4.8.1. Sketches.....	54
4.8.2. Logo .....	54
4.8.3. Mobile Application .....	55
4.8.4. The Final Design of CatVisor .....	57
4.8.5. Supporting Media.....	65
<b>4.8.6. Usability Testing .....</b>	<b>75</b>
4.8.7. Participant Data.....	75
4.8.8. Questionnaire of Usability Testing .....	76
<b>4.9. Conclusion of Usability Testing .....</b>	<b>77</b>
<b><i>CHAPTER V CONCLUSION AND SUGGESTION .....</i></b>	<b><i>78</i></b>
<b>5.1. Conclusion .....</b>	<b>78</b>
<b>5.2. Suggestion .....</b>	<b>79</b>
<b><i>Bibliography .....</i></b>	<b><i>80</i></b>