ABSTRACT

This study analyzes the logos of study programs at the Faculty of Communication and Social Sciences at Telkom University, using visual communication theory and Erwin Panofsky's theory of visual meaning. The research method employed is qualitative with in-depth interview techniques. The findings indicate that the program logos possess visual elements that reflect each program's identity. The "Digital Public Relations" logo uses symbols representing relationships and cooperation, along with gender-inclusive colors. The logos of "Communication Science" and "Digital Content Broadcasting" were also analyzed for the suitability of visual elements with the program's identity. The theories used in this research include David E. Carter's criteria for good logo design and Erwin Panofsky's theory to understand the visual meaning embedded in the logos. Most of the logos meet good design criteria such as simplicity, color consistency, and scalability, making them easy to apply across various media. However, some logos require improvement to enhance their appeal and effectiveness. The purpose of this research is to understand and analyze the visual representation and underlying philosophy in the logos of study programs at the Faculty of Communication and Social Sciences at Telkom University.

Keywords

Logo Design, Faculty of Communication and Social Sciences, Visual Identity, David E. Carter Theory, Erwin Panofsky Theory