

TABLE OF CONTENTS

<i>ABSTRACT</i>	<i>xii</i>
CHAPTER I	1
INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Identification	4
1.3 Problem Formulations	4
1.4 Research Scope.....	4
1.5 Research Purposes	5
1.6 Objectives and Benefits	5
1.7 Collecting Data and Analysis	6
1.8 Research Framework.....	8
1.9 Writing Systematic.....	9
CHAPTER II	10
THEORETICAL FOUNDATION	10
2.1 Introduction to Creative Industry	10
2.2 Art and Artist	Error! Bookmark not defined.
2.3 AI and Generative AI.....	10
2.3.1 What is AI	10
2.3.2 What is Generative AI.....	11
2.3.3 What is the difference between AI and generative AI?	11
2.3.4 Advantages and Disadvantages of AI.....	12
2.5 Artificial Intelligence Art (AI Art).....	14
2.5.1 How Do AI Art Generators Work?	14
2.6 Design Basics	16
2.7 Zine	17
2.7.1 How Zine is Made	Error! Bookmark not defined.
2.8 Illustration.....	18
2.8.1 Type of Illustration.....	19
2.9 Copyright, Authorship, & Authenticity	23
2.8.1 Copyright	23
2.8.2 Authorship	Error! Bookmark not defined.
2.8.3 Authenticity.....	23
2.9 Visual Communication Design	24

2.10 Visual Element	24
2.10.1 Line	25
2.10.2 Shape.....	26
2.10.3 Tone/Color.....	27
2.10.4 Pattern	27
2.10.5 Texture.....	29
2.10.6 Form.....	29
2.10.7 Space	31
CHAPTER 3.....	32
DATA AND ANALYSIS	32
3.1 Data	32
3.1.1 Data of Institution	32
3.1.2 ILUSTRASEE Vision.....	33
3.1.3 ILUSTRASEE Mission	33
3.1.4 ILUSTRASEE Strategy	33
3.1.5 ILUSTRASEE Product	36
3.2 Target Audience Data.....	37
3.2.1 Demographic	37
3.2.2 Geographic.....	37
3.2.3 Psychographic	37
3.3 Collected Data	38
3.3.1 Content Analysis	38
3.3.2 Questionnaire Data	45
3.3.4 Similar Work or Project Data.....	59
3.4 Analysis Conclusion	60
3.4.1 Artist's Voices	60
3.4.2 What AI-Generated Art Has Done to Society	61
4.1 Message Concept.....	65
4.2 Creative Concept	65
4.3 Communication Concept	<i>Error! Bookmark not defined.</i>
4.4 Visual Concept	66
4.4.1 Mood Board	66
4.4.2. Typography.....	66

4.4.3.	Color	67
4.4.4.	Zine Layout Reference	68
4.4.5.	Illustration Reference	69
4.5	<i>Designing Process</i>	70
4.5.1	Illustration Process.....	Error! Bookmark not defined.
4.5.2	Zine Early Sketch.....	70
4.6	<i>Design Result</i>	71
4.6.1	Main Media Design	71
4.6.2	Supporting Media Design.....	72
1)	Poster.....	72
2)	Postcard.....	72
3)	Sticker.....	73
4)	Bookmark.....	73
	<i>CHAPTER V</i>	74
5.1	<i>Conclusion</i>	74
5.2	<i>Suggestion</i>	74
	<i>BIBLIOGRAPHY</i>	76