

DAFTAR GAMBAR

Gambar 1. 1 Kerangka Perancangan.....	5
Gambar 2. 1 Ansoff Matriks	12
Gambar 2. 2 PLC Diagram	13
Gambar 2. 3 AISAS Model.....	16
Gambar 2. 4 Ilustrasi Naturalis	17
Gambar 2. 5 Ilustrasi Dekoratif.....	17
Gambar 2. 6 Ilustrasi Kartun.....	18
Gambar 2. 7 Ilustrasi Karikatur	18
Gambar 2. 8 Ilustrasi Cerita Bergambar	19
Gambar 2. 9 Ilustrasi Khayalan.....	19
Gambar 2. 10 Ilustrasi Buku Pelajaran	20
Gambar 2. 11 Old Style/humanis	21
Gambar 2. 12 Transitional.....	21
Gambar 2. 13 Modern	22
Gambar 2. 14 San Serif.....	22
Gambar 2. 15 Slab Serif.....	22
Gambar 2. 16 Blackletter	23
Gambar 2. 17 Script	23
Gambar 2. 18 Hue, Saturation, Value.....	26
Gambar 2. 19 Kerangka Teori.....	28
Gambar 2. 20 Data Perangkat	36
Gambar 3. 1 Logo PT. BSC Advertising.....	30
Gambar 3. 2 Foto wawancara bersama pemilik BSC	33
Gambar 3. 3 Usia Responden.....	34
Gambar 3. 4 Jenis Kelamin Responden	34
Gambar 3. 5 Pekerjaan Responden	35
Gambar 3. 6 Domisili Responden	35
Gambar 3. 7 Data Kuesioner.....	36
Gambar 3. 8 Produk yang dicetak.....	37
Gambar 3. 9 Data Kuesioner.....	37
Gambar 3. 10 Data Kuesioner.....	38
Gambar 3. 11 Data Kuesioner.....	38
Gambar 3. 12 Data Kuesiner.....	39
Gambar 3. 13 Data Kuesioner.....	39
Gambar 3. 14 Data Kuesioner.....	40
Gambar 3. 15 Data Kuesioner.....	40
Gambar 3. 16 Logo Banteng Print	41
Gambar 3. 17 Halaman Website.....	41
Gambar 3. 18 Instagram Banteng Print.....	42
Gambar 3. 19 Poster Digital.....	42
Gambar 3. 20 Logo Sinar Pelita Printing.....	42
Gambar 3. 21 Halaman Website.....	43
Gambar 3. 22 Instagram Sinar Pelita Printing	43

Gambar 3. 23 Poster Digital.....	44
Gambar 3. 24 Analisis Preceptual Mapping BSC	52
Gambar 3. 25 Struktur Perusahaan BSC	53
Gambar 3. 26 Analisis PLC BSC	54
Gambar 3. 27 Framwork Design Strategy BSC	57
Gambar 4. 1 Contoh Pendekatan Rasional.....	60
Gambar 4. 2 Mindmapping BSC.....	60
Gambar 4. 3 MoodBoard BSC	61
Gambar 4. 4 Contoh Desain Geometris	62
Gambar 4. 5 Font Goli	63
Gambar 4. 6 Font Poppins	63
Gambar 4. 7 Konsep Layout Asimetris	64
Gambar 4. 8 Sketsa kasar Logo BSC Print	67
Gambar 4. 9 Sketsa digital BSC Print.....	67
Gambar 4. 10 Logo BSC Print.....	68
Gambar 4. 11 Supergrafis BSC Print	68
Gambar 4. 12 Perangkat identitas BSC Print	69
Gambar 4. 13 Business Card BSC Print	69
Gambar 4. 14 Envelope BSC Print	70
Gambar 4. 15 Letterhead BSC Print	70
Gambar 4. 16 Invoice BSC Print	71
Gambar 4. 17 Lanyard & Id card BSC Print.....	71
Gambar 4. 18 Sign Identification BSC Print.....	72
Gambar 4. 19 Sign Directional BSC Print	72
Gambar 4. 20 Landing Page BSC Print	73
Gambar 4. 21 Instagram BSC Print	73
Gambar 4. 22 Story Instagram BSC Print.....	74
Gambar 4. 23 Web banner BSC Print	74
Gambar 4. 24 X banner BSC Print.....	75
Gambar 4. 25 Keychain BSC Print	75