

PROGRAM  
STUDI  
DESAIN  
KOMUNIKASI  
VISUAL

*ink*

typography *S*

ecturepresentation

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# grid and layout

session 2

# framelayout

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# silhouetelayout

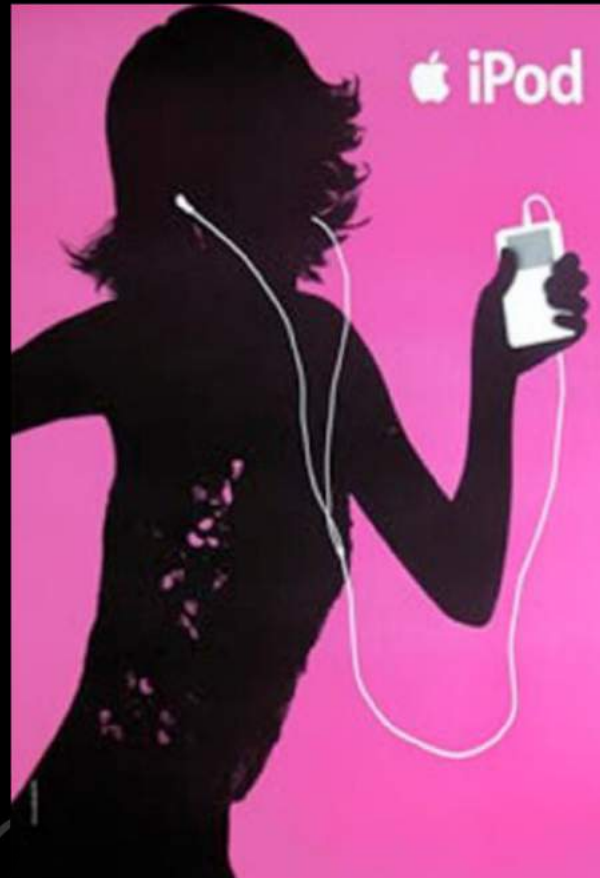
- kebalikan dari frame layout, siluet layout mengandalkan area negatif untuk dapat memberikan penekanan pada sekelompok elemen dan biasanya sangat minim dalam desain
- penekanan bentuk produk atau gambar yang dipilih biasanya mencerminkan produk
- satu kesatuan elemen desain untuk membuat suatu bentuk siluet yang mudah dikenali dan dapat dilihat oleh satu warna yang solid
- layout ini biasanya digunakan untuk mewakili produk yang sangat berkkelas.



# silhouetelayout

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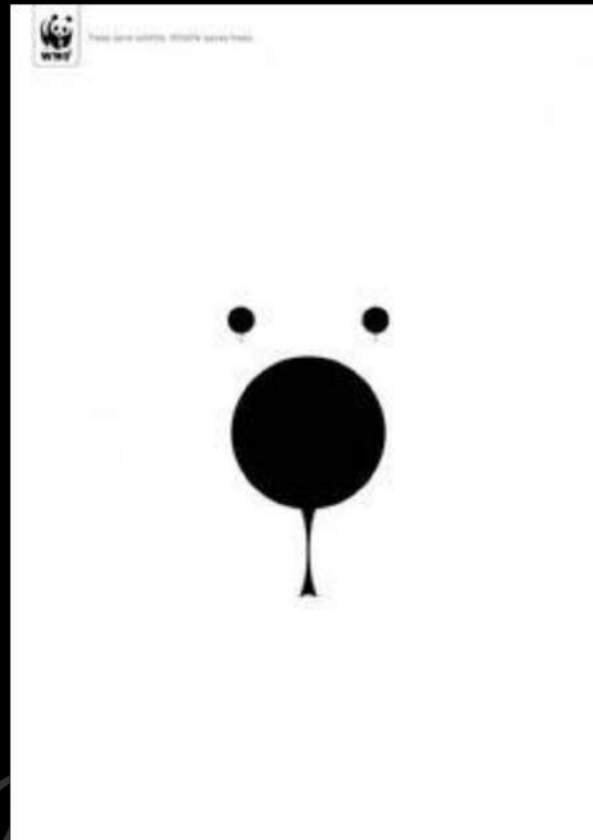
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# copyheavylayout

- copy heavy layout menempatkan elemen-elemennya menjadi formal balance.
- biasanya headline ditempatkan ditengah sedang teks dimulai dengan huruf awal besar dan dibagi menjadi dua atau lebih kolom, logo biasanya diletakkan dibawahnya
- hasil yang lebih menarik dapat dicapai dengan balance yang tidak terlalu formal.
- body copy (teks) yang terlalu panjang harus dipecah untuk memudahkan audience untuk membacanya dan memberikan ruang untuk ilustrasi



# copyheavy layout

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## Cheese.

*Addictive.*


My name is Cheese. I'm tasty. I have no enemies. Despite this you choose not to eat cheese? Not to love cheese? Call me crazy, but what can be better than cheese? What can be more satisfying than to let your mouth embrace a fresh cheeseburger? Not much, my friends. Not much.

I contain pickles, onion and ketchup. Nestled inside me is a perfectly cooked hamburger made from 100% beef. So what's the problem? What are you going to eat instead? What can be better? Baked beans? No, that's what I thought. A quiche? Hardly. Hot dogs? Don't make me laugh. What has cheese ever done for you? Did you eat bad cheese as a kid? Did you get bitten by a cheese? The cheese just wants to be eaten. So, let it be eaten. Enjoy it. The tasty cheese. The fine cheese. The perfect cheese.


The cheese that makes you go that extra mile. The cheese that makes you discover life again. The cheese that makes you call your cousins, the ones you haven't called for years. The cheese that makes you give a cheerful greeting to that annoying neighbour with the angry dog. The cheese that makes you write to the beautiful lost love that you never dared to talk to, way back at that discotheque in 1999.

How can that cheese not be for you? It melts in your mouth, for God's sake, it melts in your mouth. What more can a human being ask for?

Get a cheeseburger. It's no big deal.



Cheeseburger 1 x 2 x 20



## THEY WANT YOU TO THINK COFFEE IS COFFEE. WELL, IT'S NOT JUST COFFEE. IT'S STARBUCKS.



**N**owadays, coffee has become a substitute pleasure for whatever else there is in the coffee pot. But real coffee is about something that goes into the bloodstream that energizes, refreshes, and gives you a little extra kick. It's not just coffee. It's Starbucks.

30 years ago, Starbucks set out on a mission. Here they found a love for coffee, not those "organic blends." We wanted to serve, roast and brew the best, best coffee in the world.

We start by choosing from the top 1% of coffee beans available. We have a full-time team of dedicated people looking for great coffee beans to be roasted. The relationships they bring with farmers are what give Starbucks coffee its unique character. Once we find them, we work hard to get the best beans, to achieve our signature taste. It takes real passion, energy, and knowledge to create the perfect "fresh roast" for each new coffee. We aren't interested in the "one-size-fits-all" coffee popular with some other companies. And, you won't see us chasing after any trendy, artificial, or anything else that's not real coffee. There are some people who see coffee as just a beverage. We see it as a lifestyle. That's why our stores are designed to encourage exploration, learning, and general social interaction with every customer and the staff here at the espresso machine as well.

They would love you to think we're just the standard. But, our coffee just might set you apart. Our coffee just might set you apart. Our coffee just might set you apart. Our coffee just might set you apart.

**IT'S NOT JUST COFFEE. IT'S STARBUCKS.**

# copyheavy layout

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BUT NEVER SETTLE FOR THE BOTTOM. THERE'S ALWAYS MORE TO BE GAINED.  
 DON'T BE A ROAD TO FACE THE ROCK. YOU'LL GET THERE.  
 LISTEN TO YOUR VOICE IN YOUR HEAD.  
**BE WEIRD.**  
 POLISH YOUR SHOES EVERY SINGLE DAY. BECAUSE YOU NEVER KNOW WHO YOU'LL MEET.  
 EAT TO LIVE, DON'T LIVE TO EAT.  
 THE STEPS YOU TAKE TODAY DETERMINE WHERE YOU LAND UP TOMORROW. LET'S TAKE THE NEXT STEP TOGETHER.

ABSA  
 Building Relationships. Together.

An IN THE RAW<sup>®</sup> Recipe

## COCOA BROWNIES TO HEAL A HEART BROKEN BY A MAN WHO PROMISES IT WASN'T YOU, IT WAS HIM, AND BY HIM HE MEANS A GIRL NAMED STACEY LEE.

Count the years you dated. If it exceeds 5, double the recipe. Oven, 350°, 8" pan, greased. In a bowl, 1/2 cup unsalted butter, melted. Not margarine, butter. Diet starts tomorrow. 1 cup all natural Sugar In The Raw<sup>®</sup>. You can sub 1/2 cup zero calorie Stevia Extract In The Raw with 1/2 cup Sugar In The Raw but a time like this calls for the good of stuff. Mix, then add 1/2 cup flour. It's ok, today calls for carbs. 1 tsp of baking powder. Wonder what it does? Don't. Just add it. 3 eggs, yolks and all, 1 tsp of vanilla extract, 1/2 cup Dutch cocoa powder, 1 cup chopped walnuts. Now stir it up, throw it in the oven for 20 and cry till you hear the timer. Let them cool for 10, then devour that pan of chocolaty goodness, girlfriend. Uh, we mean friend.

It's Only Natural.<sup>™</sup>

**STEVIA**  
 IN THE  
 RAW<sup>®</sup>  
ZERO CALORIE

**SUGAR**  
 IN THE  
 RAW<sup>®</sup>  
TRULY NATURAL

# bigtypelayout

- dalam layout jenis ini font lebih mendominasi bidang layout jika dibandingkan visual
- layout jenis ini biasanya lebih diasosiasikan dengan jenis iklan **hardsell**
- beberapa layout yang terbaik dari jenis ini biasanya lebih didominasi dengan penggunaan huruf kecil (**lower case**) daripada huruf besar (**capital**) karena terlihat lebih menarik.
- elemen yang dirancang untuk mendominasi halaman dengan melakukan penekanan pada **headline**



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## THE BOAT THAT COULD SINK THE AMERICA'S CUP

Larry Ellison planned the biggest, fastest, and most exciting yacht race in history. Maybe too big: His massive catamarans are so expensive that only four teams plan to compete this summer. Then Team Oracle wrecked one in San Francisco Bay, showing just how fragile the big boat, and the event itself, really is.

BY ADAM FISHER

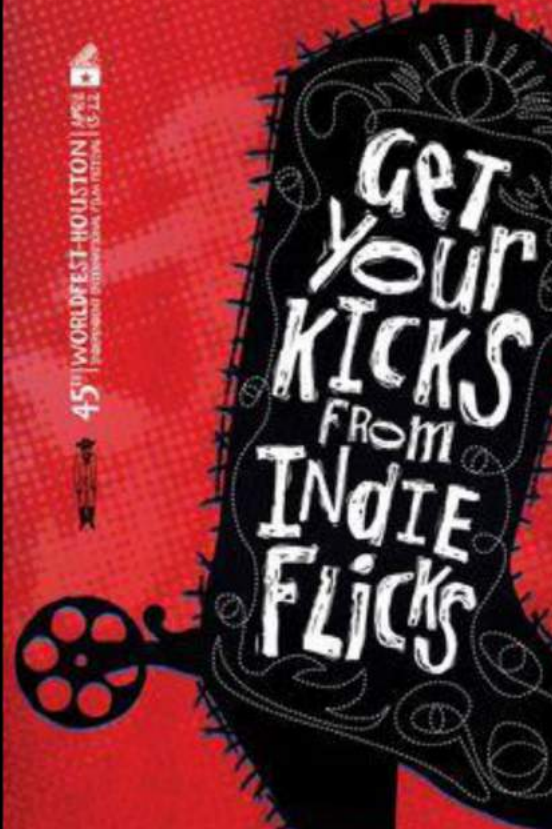


1477	HEIGHT	131'
	WIDTH	46'
	LENGTH	72'

ILLUSTRATIONS BY BRYAN CHRISTIE

↓

45<sup>TH</sup> WORLD FEST-HOUSTON | APRIL 15-21 | 11:00AM-10:00PM | THE METZ | G-LL



Get  
your  
KICKS  
FROM  
INDIE  
FLICKS

# bigtypelayout

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**SIMPLE**  
NEVER  
LOOKED  
SO  
**GOOD**

**Introducing the Second-Generation AMD Opteron™** processors. With advances like high-performing, low-power DDR2 memory and hardware-assisted AMD Virtualization™, Second-Generation AMD Opteron™ processors with Direct Connect Architecture are designed to advance AMD's performance-per-watt capabilities, and enable seamless upgradability to quad-core computing (planned availability in 2007),

while maintaining the same thermal infrastructure and helping you leverage existing investments.

**Coming soon: Quad-Core AMD Opteron™ processors**

Quad-Core AMD Opteron™ processors feature native quad-core design to increase performance-per-watt efficiency using the same thermal design power of AMD Opteron processors with DDR2.

**POINT  
THE  
FINGER**



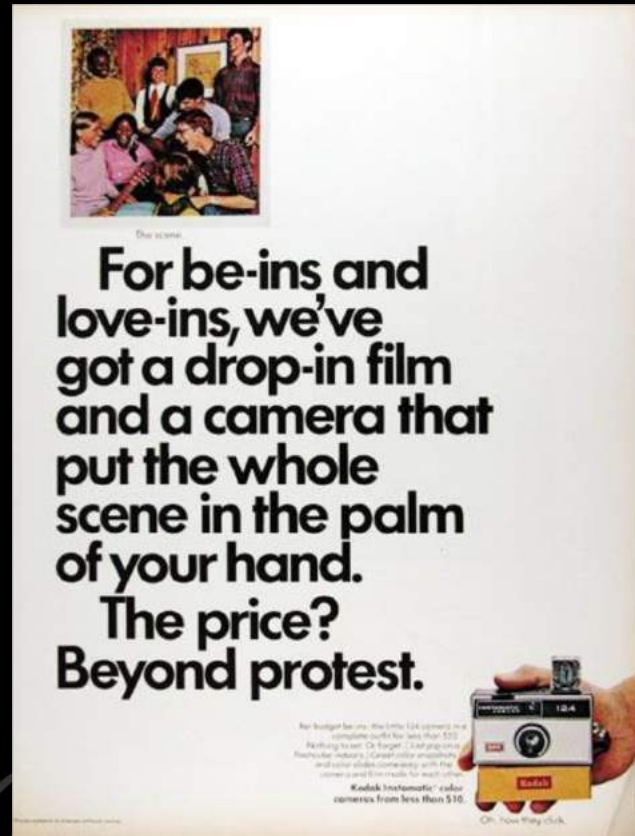
**SOME COUNTRIES THINK THAT CIVILIAN DEATHS CAUSED BY A WEAPON'S FAULTS AND INACCURACIES ARE ACCEPTABLE. CLUSTER MUNITIONS. IT'S TIME TO POINT THE FINGER.**

[WWW.STOPCLUSTERBOMBS.ORG](http://WWW.STOPCLUSTERBOMBS.ORG)

# bigtypelayout

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**The scene.**

**For be-ins and love-ins, we've got a drop-in film and a camera that put the whole scene in the palm of your hand.**

**The price? Beyond protest.**

Not budget for one, the only 134 camera in a complete outfit for less than \$10. Nothing to see, Oh Boyz! It's an original. Reusable, instant, 134mm film, 134mm lens, and color slides come with the camera and film ready for each other.

**Kodak Instamatic® color cameras from less than \$10.**

Oh, You May Click.



**人気実力**

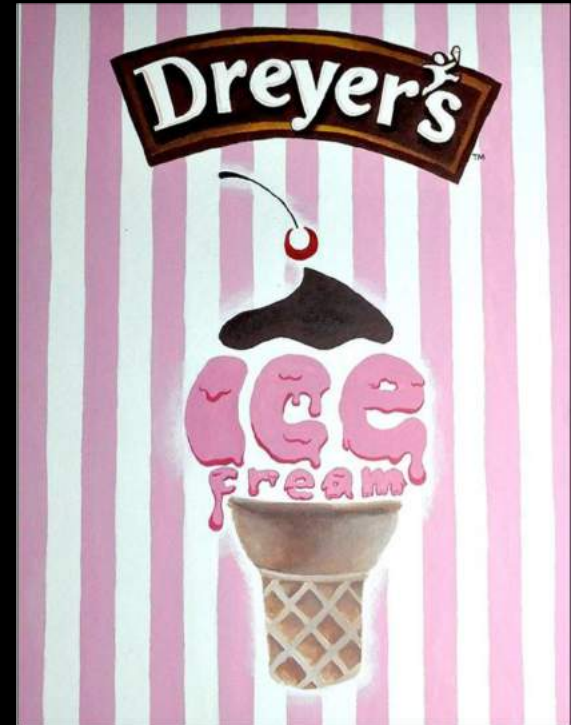
**上等ロースカツバーガー**

これがうまさのロースカツバーガー。

ロースカツバーガーは、1984年モスバーガーが初めて日本で導入した。その後、日本各地に広がりました。現在は、日本各地のモスバーガーで販売されています。

# alphabetinspiredlayout

- jenis layout yang berfokus pada huruf (alfabet) sebagai inspirasi untuk ide/konsep iklan
- komposisi font dan elemen lain dirancang untuk membentuk suatu pola atau desain
- penekanan susunan unsur-unsur tersebut semuanya akan membentuk suatu image





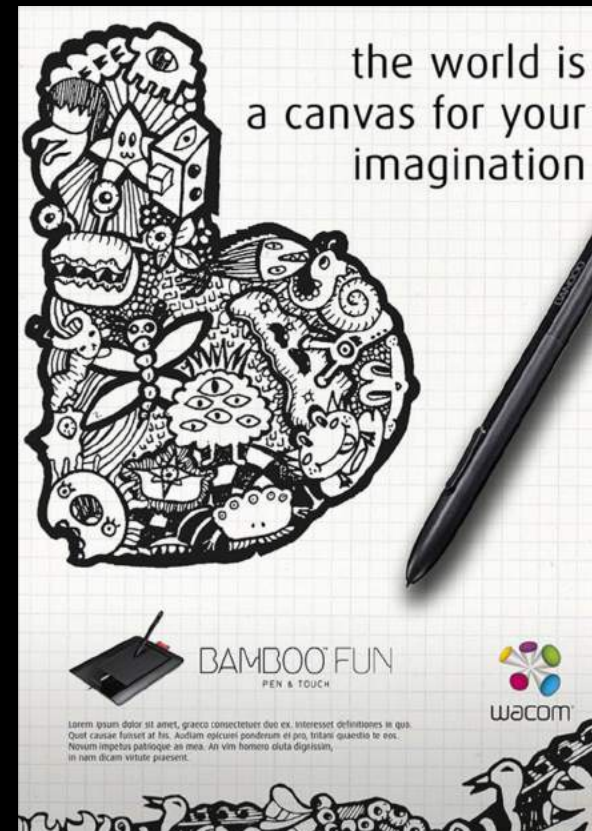
# alphabetinspiredlayout



# alphabetinspiredlayout

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# alphabet inspired layout

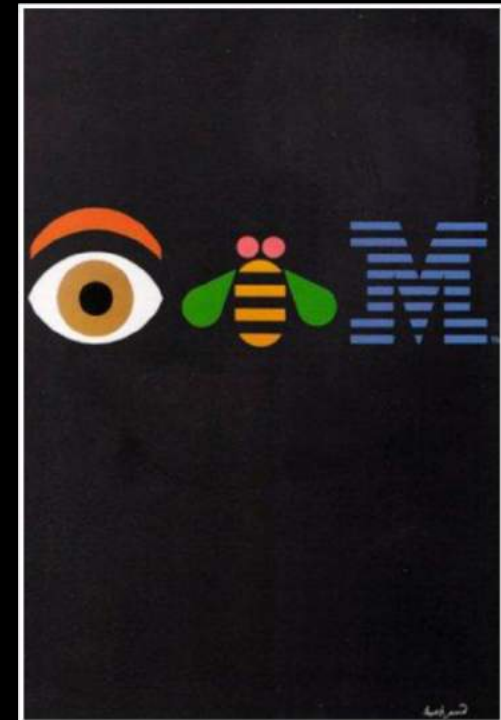
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# rebuslayout

- terinspirasi dari tulisan masa lalu dan dikembangkan untuk dipergunakan pada desain buku anak
- rebus merupakan modifikasi dari satu kata atau frase yang disimbolisasikan melalui suatu gambar
- kejelasan pesan merupakan hal yang terpenting dan diperkuat dengan copy atau serangkaian ilustrasi
- ukuran visual bisa sama atau bisa dalam berbagai ukuran untuk menambah variasi dalam iklan



# rebuslayout

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Sample the rich authenticity of world-class Japanese cuisine served by Master Sushi Chef.  Wataru Hokawa.



Dine on  Kaiseki dishes including fresh  Aburi Etagama market fresh  Honmaguro Toro and  soft shell crab. With the city's finest Japanese cuisine and an extensive list of  Sake from which to choose.

Inagiku redefines the art of cosmopolitan Japanese dining.




INAGIKU



the  is a 

4 your


imagination



BAMBOO™ FUN  
PEN & TOUCH

Wacom

Lorem ipsum dolor sit amet, ganna consetetur duo ex. Intersect definitiones in quo. Quis tuncque lonsit et his. Audiam epicurei ponderam et pig, tritani quaeque te eos. Novam imperit patrique an mea. An vim hancro aluta dignissim, in nam dicam virtute praesent.



# rebuslayout

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**DRIVING**  
**TAKES MORE**  
**TAL**  
**EFFORT THAN**  
**YOU TH**

64.8% of Canadians think it's important to pay careful attention to driving, even with advanced safety features like brake assist.

Your brain is your vehicle's most important safety feature.

Visit [BrainBoard.ca](#) to give it a tune-up.

Toronto Vehicle Safety Education Program sponsored by

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ink

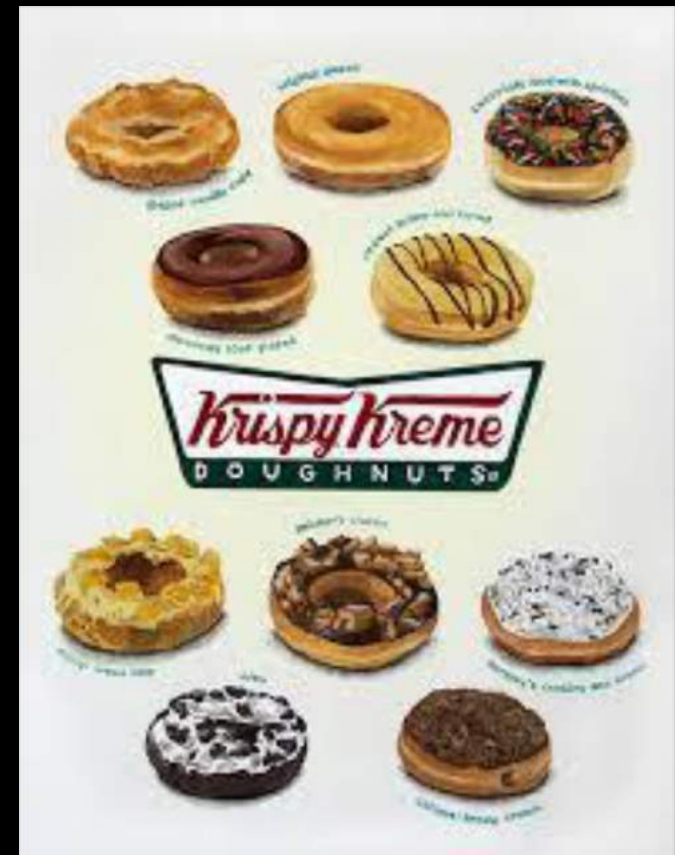
# circuslayout

- circus layout dipenuhi dengan visual yang terbalik, font yang oversize, italic serta berbagai macam gimmicks untuk dapat menarik perhatian audience
- jenis layout ini mungkin tidak memenangkan award tapi dari sisi komposisi visual secara persuasif dapat menarik target audience tertentu
- ketidakberaturan dalam suatu komposisi terbaik
- circus layout bergantung pada penerapan prinsip-prinsip dasar desain dalam komposisi untuk menjadi unit-unit yang tersusun dalam suatu pola terpadu



# circuslayout

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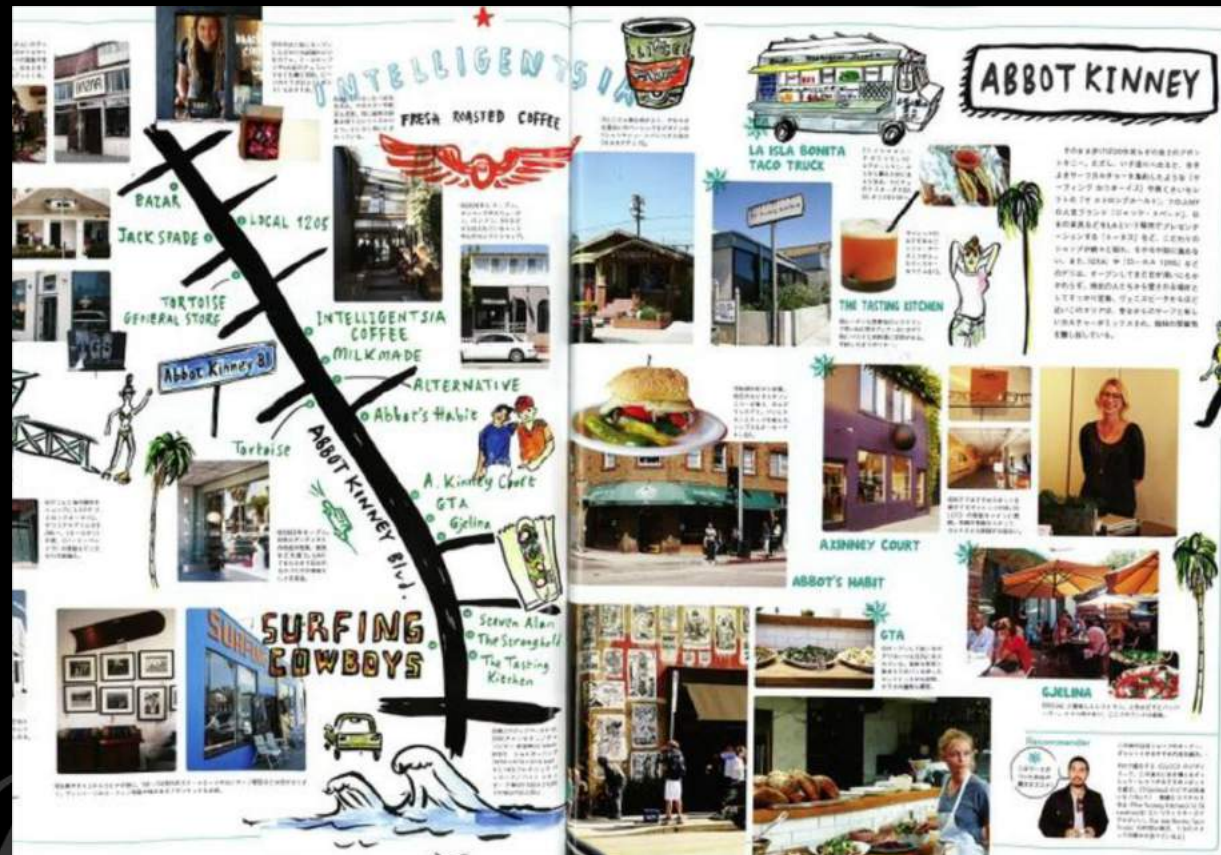
ink



# circuslayout

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# circuslayout

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