BINUS UNIVERSITY INTERNATIONAL BINUS UNIVERSITY

Major Art & Design Stream Graphic Design Bachelor of Art Thesis Semester Even year 2011

DESIGN PUBLICATION "VINYL RECORD BOOK"

Iskandar Zulkarnaen (1200963343) Class: 08 PBD

Abstract

Objectives: Are to revive the trend of first music format in the world that is the vinyl record. And to give out some general information, knowledge about vinyl record and also guidance for people who are interested in the common field.

Method: The interview data was collected by interviewing the owner of monka magic record store and the author also collected conducted questioner online.

Results: People are still lack of information about vinyl record and want to know further.

Conclusion: Create a book about basic vinyl record to give the information and guidance also there is some merchandise for this book.

Keywords

Vinyl record, Nostalgic, Informative.

PREFACE

First of all, the author would like to thank Allah SWT that this thesis finish on time and for giving the author the strength, ability, healthiness. In order to obtain a Bachelor Degree at Binus International University, the writer must make a final project with the title of "Design Publication Vinyl record book". As one of the requirements for graduation, this thesis and final project must be submitted to Binus International University.

In creating this thesis, the writer received help from many sources. The writer would also like to thank for these people:

- 1. To the writer's family. The writer's parents, Lisa Andriawati and Mulyadi Hasan, also my brother Ridwan Adi and my sister Sita Ramdhani.
- 2. Mrs. Jane Basiroen, MFA., as the Head of School of Art and Design who gave moral supports to the Art & Design School students.
- 3. Mr. Emmanuel Saptaputra, MM.Des., as the Deputy Head of School of Art and also as my supervisor, thanks for his help, advises, guide and also support in finishing this thesis topic.
- 5. Mayo Ramandho as owner of monka magic, thanks for helping me give the information that I need about vinyl record.
- 6. Amadea Fadiani, many thanks for support, help, understanding and your love.
- 7. PBD class friends in Art and Design School, Gema Semesta, Sonny Hosea, Fellyna Tanujaya, Jayanti Ragumani, Rizka Ramadhani, Putri Livia, Florence Hutomo, Natalie Paulina, Vera Winardi, Sonya Seddarasan, Sonia Tiosanto, Dody Arya, Kharissa Pitojo, thanks for your support and for all of the memories and laughter we have shared together for the last four years, also all other friends who helped this project, moral supports and valuable information to the writer to complete this thesis.

The writer understands that this thesis is not perfectly made. The writer would apologize if there were many mistakes appeared in this thesis writing. Finally, the writer would be more grateful to receive feedbacks from the reader for this thesis improvement.

Jakarta, July 2012

Iskandar Zulkarnaen

TABLE OF CONTENT

2.1	Theory of Publication	6
CHAPTER 2	THEORITICAL FOUNDATION	
1.4	Structure	4
	1.3.2 Benefits	4
	1.3.1 Aims	3
1.3	Aims and Benefits	3
1.2	Scope	3
1.1	Background	1
CHAPTER 1	INTRODUCTION	
List of figure		xiii
Table of content		vii
Preface		vi
Abstract		v
Statement of Exam	miners	iv
Certificate of appr	roval	iii
Title Page		ii
Cover Page		1

2.2	Theory of Book	7
	2.2.1 Book Anatomy	7
2.3	Theory of grid and layout in publication	8
2.4	Theory of Colour	9
2.5	Theory of Typography	10
2.6	Theory of imagery in publication	12
	2.6.1 Photography	12
	2.6.2 Illustration	13
CHAPTER 3	PROBLEM ANALYSIS	
3.1	Vinyl Record	14
	3.1.1 Definition.	14
	3.1.2 Type of vinyl record	14
3.2	Problems	15
3.3	Target analysis	16
	3.3.1 Demographic	16
	3.3.2 Geographic	16
	3.3.3 Psychographic	17
3.4	Sampling method	18
3.5	Survey result	18
3.6	Problem Identification	26
3.7	Analysis of similar and existing project	27
3.8	SWOT Analysis	27
	3.8.1 Strength	27
	3.8.2 Weakness.	28

	3.8.3 Opportunity	28
	3.8.4 Threat	28
CHAPTER 4	STRATEGY AND APPROACH	
4.1	Communication Strategy	29
4.2	Creative Strategy	29
	4.2.1 Objective	29
	4.2.2 Message.	30
	4.2.3 Positioning	30
4.3	Design Strategy	30
	4.3.1 Visual Strategy	30
	4.3.2 Verbal Strategy	31
	4.3.3 keyword	31
4.4	Media Strategy	31
CHAPTER 5	VISUAL DESIGN	
5.1	Creative Process	32
	5.1.1 Mind map & Brainstorming	32
	5.1.2 Mood Board	35
	5.1.3 Hand Drawn Sketches	36
	5.1.4 Digital Development	39
CHAPTER 6	MEDIA PLANNING & IMPLEMENTATION	
6.1	Book Technical Specification	42
	6.1.1 Binding Cover.	42

	6.1.2 Book Materials	42
	6.1.3 Book Size	42
6.2	Design	43
	6.2.1 Name Style Book Title	43
	6.2.2 Cover	44
	6.2.2.1 Front cover	44
	6.2.2.2 Spine Book	44
	6.2.2.3 Back Cover	45
	6.2.3 Opening and Closing Page of The Book	45
	6.2.4 Table of Content	46
	6.2.5 Content	47
	6.2.5.1 System Grid	47
	6.2.5.2 Divider Page	48
	6.2.5.3 Content page	50
6.3	Visual	52
	6.3.1 Photography	52
	6.3.2 Illustration.	53
6.4	Font.	54
6.5	Supporting Items	55
	6.5.1 Poster	55
	6.5.2 Postcard	56
	6.5.3 Bookmark	57
	6.5.3 Sticker	58

CHAPTER 7	APTER 7 CONCLUSION & RECOMMENDATION	
7.1	Conclusion	59
7.2	Recommendation	59
REFERENCES		60
CURICULUM VI	ITAE	61
APPENDICES		63

LIST OF FIGURES

5.1 Mind Mapping	32
5.2 Brainstorming	34
5.3 Mood Board 1	35
5.4 Mood Board 2	35
5.5 Hand Drawn Sketches 1	36
5.6 Hand Drawn Sketches 2	38
5.7 Hand Drawn Sketches 3	39
5.8 Digital Development.	39-41
6.1 Name Style	43
6.2 Front Cover Book	44
6.3 Spine Book	44
6.4 Back Cover Book	45
6.5 Opening & Closing Book	45
6.6 Table of Content	46
6.7 Grid 2 Column	47
6.8 Grid 3 Column	47
6.9 Grid 4 Column	48

6.10 Divider Page 1	48
6.11 Divider Page 2	49
6.12 Divider Page 3	49
6.13 Divider Page 4	50
6.14 Content Page 1	51
6.15 Content Page 2	51
6.16 Content Page 3	51
6.17 Photography 1	52
6.18 Photography 2	52
6.19 Illustration 1	53
6.20 Illustration 2	53
6.21 Poster	55
6.22 Postcard 1	56
6.23 Postcard 2	56
6.24 Postcard 3	56
6.25 Bookmark 1	57
6.26 Bookmark 2	57
6.27 Bookmark 3	57

6.28 Sticker 1	58
6.29 Sticker 2	58
6 30 Sticker 3	58