

CHAPTER 2

THEORITICAL FOUNDATION

2.1 Diet

2.1.1 Definition of Diet

The word diet itself does contain two meanings. Based on oxford dictionary online; the word diet (noun) means **(1)** the eating pattern of a living creature such as human, animals, community, etc. for example *an omnivorous/vegetarian diet*. Or the other meaning which is equivalent to **(2)** managing/limiting what food to eat or beverages to drink to either lose weight or for medical reasons, for instance *I'm on a diet to lose several pounds*. As for the verb, diet simply means the same as definition **(2)**. For example, *I'm dieting now* or *she dieted a year ago*.

2.1.2 Functions of Dieting

While most dieting is done to lose weight, there are also several functions that are achieved through dieting, below are some examples of dieting functions based on a summary of several sources.

2.1.2.1 Weight-Loss Diet

The following diet is the most popular and known around the world, this diet is mainly done by people that are either overweight or obese. Not only for appearance, this diet also gives health benefits.

2.1.2.2 Weight-Gain Diet

Besides losing weight, some people are also dieting to gain some weight. This kind of diet is the opposite of weight-loss diet. Individuals that are on this diet programs are advised to eat more calories, fat, protein, and carbohydrates.

2.1.2.3 Medical Reasons

Several individuals are advised by doctors to be on a special diet in order to lower or eliminate some risks of illness or food allergy such as diabetes, high blood pressure, heart disease, etc. this type of diet can be permanent or temporary for the patients.

2.1.2.4 Diet for Competitions

Dieting is sometimes done to meet the requirements for some competitions, for instance boxing match, swimming competition, and bodybuilding contest. This diet is necessary to be in peak performance, gets enough calories for energy, or even lose a large amount of fat and gain a lot of muscle mass.

2.1.3 History and Types of Diet for Weight-Loss

- **The First Fad Weight Loss Diet**

Diet has never been popular before the 19th century, since the main concern of our ancestors are to fuel their bodies with fats, carbohydrates, and sugar to give enough energy for their bodies, not eating less. The first man who went for a weight loss diet was William the Conqueror, the first king of England. It is recorded that he became very obese which made him impossible to ride a horse. In order to lose weight, he then stop eating and drink only alcohol, this kind diet is also known as liquid diet. The “liquid” here is referring to “liquor”. This was the first failed diet in the history.

- **Fletcherism**

Fletcherism is a diet program developed and made famous by a businessman and a self-nutritionist named Horace Fletcher. This is the first fad diet that started on the early 20th century. The concept of the following diet program is to chew the food more and to eat only when individuals are very hungry. By following the rules, it was believed that individuals might lose weight and have cleaner and healthier teeth.

- **Drinking Man's Diet**

This diet program emphasizes on eating a high fat, high protein, and low-carbohydrates food. The Drinking Man's Diet substitutes carbohydrates intake with alcohol, which is believed to have low to none amounts of carbohydrates. The Drinking Man's Diet allows individuals to have one or two glasses of alcohol like wine, gin, martini, vodka, etc. during lunch or dinner.

- **Atkin's Diet**

The Atkin's Diet is very similar to the Drinking Man's Diet but without alcohol. The theory behind this diet program is to limit the consumption of carbohydrates, since body will burn carbohydrates and fat for energy. But carbohydrates are burnt before fat. Therefore by reducing the consumption of carbohydrates, the body will be on a ketosis state, a state where body will use fat as the source of energy. Atkin's Diet allows people to eat anything they want, but carbohydrates. Bread, rice, pasta is the source of carbohydrates.

- **Zone Diet**

Zone diet is about controlling the balance of hormones. Balanced hormones are achieved through eating the right amount of carbohydrates, protein, and fat. The Zone Diet differs from the previous diet programs; it is not about low carbohydrates, high protein, or low fat. Food is like a medicine in Zone Diet.

- **Blood Type Diet**

Blood type diet is the diet that is done by eating certain types of food that suit individuals' blood type. Dr. Peter D'adamo, the writer of his book entitled Eat Right for Your Type, claims that this diet does not only give weight loss benefits, but it also gives lots of health benefits; such as resistance of ailments and the increase of mental health.

- **South Beach Diet**

South Beach Diet is very similar to Atkin's Diet, the diet strongly advises dieters to reduce carbohydrate intake and fats, but unlike Atkins' diet, south beach diet suggests dieters to replace bad fats intake with good fats intake instead, and replace carbohydrates with low-sugar carbohydrates such as brown rice.

- **Cheater's Diet**

A diet that encourages you to do a lot of physical activities during weekdays, and allows you to indulge in you favorite high calorie foods in the weekends.

- **The Big Breakfast Diet**

The theory of the following diet plan is that when people eat heavy and unhealthy food such as pizza or sweets for their breakfast when people's serotonin level is at the highest and craving is at the lowest, people's appetite

and cravings will be reduced for the rest of the day, and metabolism increases.

- **Paleo Diet**

Paleo Diet is also called caveman diet, since the diet is inspired by our ancestors who are hunter-gatherers. Paleo diet suggest dieters to eat only foods that can be hunted or gathered like fish, meat, fruits, vegetables and not processed like grains, pasta, bread, etc.

- **8 Hours Diet**

It is believed that human is designed for a period of eating and period of fasting. When people eat only between their 8 hours range in a day and fast for the rest 16 hours, people will lose weight. Within this 16 hours, David Zinczenko, the creator of the diet plan, stated that body should repair itself, rest, and not digest any food.

2.2 Myths around Diet

Diet does not exist without myths around it, there are several myths interfering with the success ratio of doing a diet. Some of the most popular myths are:

- **Reducing meal frequency such as skipping dinner is a great way to lose weight.** It is true that reducing meal frequency could lose several kilos, but the problem is both muscle and fat are lost. The decrease of muscle mass could lead to the ineffectiveness of burning fats, once the diet program is stopped, the individual will probably gain weight again. “Fasting can also make you feel dizzy or weak so it's much better to try long-term weight loss.” (MacEvelly, 2011)
- **Eating food late at night makes you fat.** This is one of the common myths that many people still believe today. (Openshaw, 2011) concludes that Study

at Dunn Nutrition Centre in Cambridge revealed that eating food late at night does not make you fat, what's important is the amount and types of food that is eaten in a day.

- **Do not eat anything after working out.** Denny Santoso states that eating after workout is the most important stage. After the body is worn out by exercise, people need to eat to help repair the broken muscle tissue after workout
- **Slow metabolism is the main factor of weight gain.** Dr. Donald D. Hensrud, an associate professor of preventive medicine and nutrition at Mayo Clinic College of Medicine, says that obesity is mainly caused by diet and exercise, not by slow metabolism. Weight gain is more likely caused by eating too many calories; inactive lifestyle; etc.

2.3 Body Mass Index (BMI)

It is difficult to determine the ideal body weight for each person, but the most popular calculator is the BMI calculator. BMI is accurate for most average people, yet it is inaccurate for athletes like bodybuilders, elders, and nursing women as it will overestimate or underestimate the fats within the body. There are 4 body classifications in BMI; they are underweight, normal, overweight, and obese. It is considered underweight if the BMI is $<18,5$; normal $18,5 - 22,9$; overweight $23 - 24,9$; and obese if the BMI is more than 25. (Dr. Gunawan, 2012)

The formula to measure the BMI of a person is body weight divided by body height in m^2 . For example, the body weight is 70 kg and the height is 175 cm, hence the BMI is 22,8, which is normal.

Although BMI is fairly accurate for average person, it is unable to calculate the muscle mass and fat.

2.4 Body Composition

The two main factors that affect the increase and decrease of weight are the muscle and fat (Santoso, 2010). When being on a diet, most common people would be satisfied when they lose (for example) 10 kilos in a short amount of time, yet they do not know whether that 10 kilos come from the muscle or the fat. In order to be healthy, people need to lose a certain amount of fat instead of muscle. To measure the fat, a device such as fat monitor is needed. See figure 2.1 for body fat chart for both men and women.

Description	Women	Men
Essential fat	10-13%	2-5%
Athletes	14-20%	6-13%
Fitness	21-24%	14-17%
Average	25-31%	18-24%
Obese	32%+	25%+

Figure 2.1 American Council on Exercise (ACE) body fat chart

2.5 The Exercise

To be able to lose weight effectively and healthy, it is essential to do exercises regularly. Exercise has many benefits besides weight loss. Exercising regularly helps improve respiration effectiveness, strengthen the muscles and joints, boosts energy, enhances better rest, prevents disease, etc.

Exercise can be broken down into two categories, which are aerobic and anaerobic exercise.

2.5.1 Aerobic Exercise

Aerobic exercises or cardio training are the exercise that focuses on endurance and cardiovascular (heart) health. Any exercise that a person could do for several minutes while working all the muscles, joints, etc. is considered an aerobic exercise (Weil, 2012). Aerobic exercise helps increase endurance, improves respiratory effectiveness, improves heart efficiency to transport oxygen to the whole body, strengthens the joints, and burns fat. The examples of aerobic exercises are walking, running, cycling, and swimming.

2.5.2 Anaerobic Exercise

Anaerobic exercise is also known as resistance training. Unlike aerobic exercise, anaerobic exercise usually lasts shorter, yet intense for a short period of time. Anaerobic exercise usually uses weight to train; either body weight, dumbbells, or barbells. Although anaerobic focuses on muscle training, it is important for everyone including female and elderly, because anaerobic exercise helps a person to lose weight, it prevents health problems, increases bone density, strengthens joints, and also improves appearance. Examples of anaerobic exercises are weight lifting, sprinting intensely for a brief moment, push-ups, sit-ups, etc. (Callaway, 2011)

2.6 Media Review

Several medias will be reviewed by the writer to determine which media works best as tips and diet guide. The media reviewed are book; website; and social campaign, and seminars.

2.6.1 Book

In general, the good thing about a diet book are:

- The book is portable, can be carried almost anytime and anywhere;
- Book can be considered more valid than internet because book is mostly written by experts of the topic;
- The topics are well organized and consecutive, authors are able to guide the reader from one topic to other, e.g. chapter 1 talks about how much fat are safe to be in the body, and chapter 2 continues with how to measure fat;
- Can be read repeatedly when certain lesson is forgotten.

And there are also disadvantages of book, which are:

- Sometimes not as practical as internet since not every topics can be found in one book;
- People firstly need to buy or borrow the book before obtaining the data;
- Only one, two, or three experts of the topic that teach the lesson or give guide.

And there are also several best sellers diet books that writer reviewed, they are:

2.6.1.1 Rahasia Diet by Denny Santoso

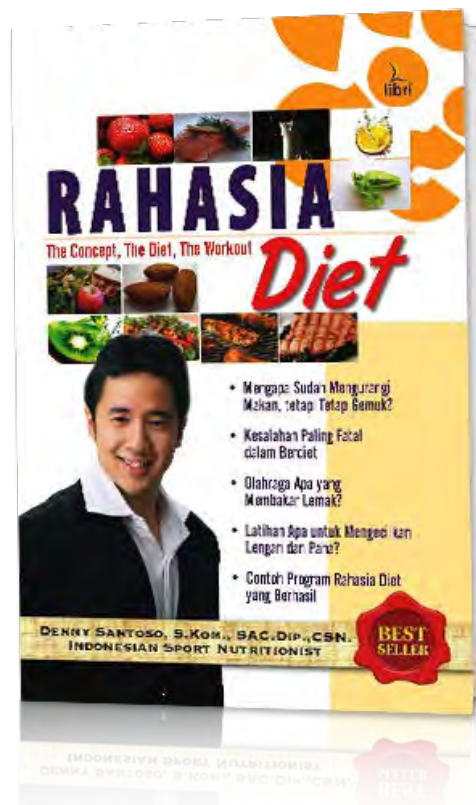


Figure 2.2 Rahasia Diet Cover

Rahasia Diet is a diet book published and written by Denny Santoso, an Indonesian health nutritionist, in 2008. The book explains about the mistakes in diets, tips and diet guides, exercises, and popular questions around diets. The following book explains the topics in detail, from what diet is about, how body works, mistakes people make in dieting, etc

The advantages of this book are:

- The book packs popular diet topics such as myths, frequently asked questions, tips, etc;
- Use casual language and explanation that is easy to understand;
- The chapters are well organized;
- Most information is explained in detail;

- The explanations are mostly scientific which make it very trustworthy;
- The book design is suitable for both genders.

And the disadvantages are:

- The size of the book is a little bit big to be carried on women's bag;
- Layout design is plain and static;
- The use of pictures is limited.

2.6.1.2 Diet Anti Lapar by Josephine

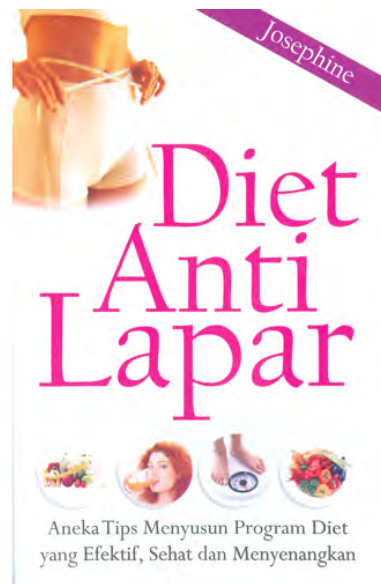


Figure 2.3 Diet Anti Lapar Cover

Diet Anti Lapar is a book published by Josephine. Diet Anti Lapar gives general explanations about myths, tips, some frequently asked questions about diet. The book focuses on tips of a fun and healthy diet.

The advantages are:

- Very portable since it is pocket sized (4 x 6 In);
- Tends to focus on the diet;
- Use casual language and explanation;
- Lots of simple tips for diet;

- Quotes from several experts.

And the disadvantages are:

- Focuses more on diet tips and little on the workouts;
- The topics are explained only in general;
- The use of pictures is limited
- The book design is very feminine, while the topic is for both male and female.

Review Conclusion

Based on the reviews, writer conclude that publishing a book for healthy and effective diet tips can be effective; because books are portable, covers most range of ages, topics are well-packed, and organized. Although sometimes people would prefer website which is free. And book with too many texts, will reduce reader's interests.

2.6.2 Website/Internet

Website is one the most practical media these days, and the good things about a website about diet tips are:

- Almost every diet topic is available in the internet;
- Feature more than just weight loss topics;
- Written by several people who are knowledgeable in diet, fitness, health, etc;
- Can access latest information faster, easier, and also free.

But the disadvantages are:

- Almost everyone can publish a page on the internet, which make the information contained less valid;
- Not everyone can use computer and access the internet, especially elders and lower social class individuals;

- The topics are random;

These are some review of several diet websites:

2.6.2.1 Wrp-diet.com

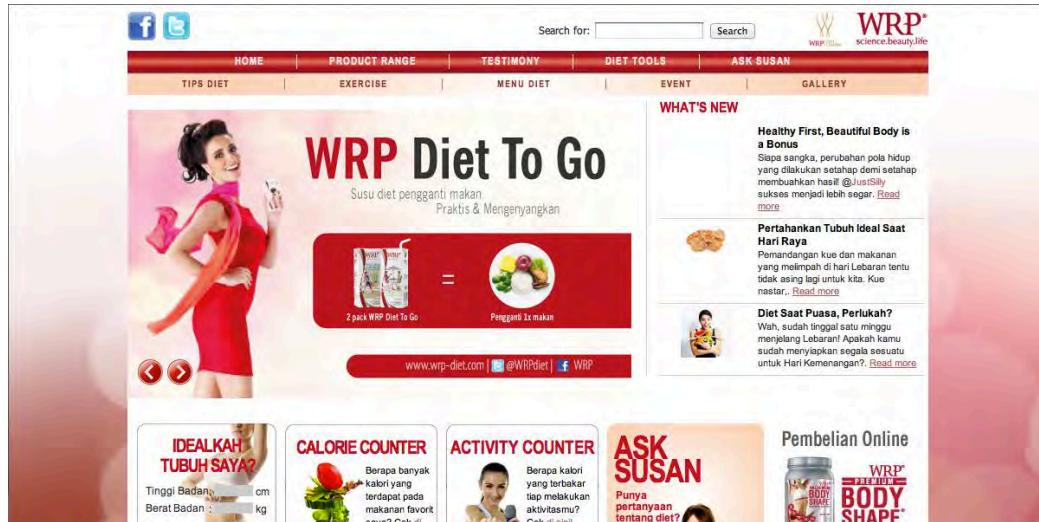


Figure 2.4 WRP Website

Wrp-diet.com is a website that talks and covers most diet topics, and the website is run by WRP, women's diet supplement. The website categorizes itself into several categories such as diet tips, diet menu, exercises, and the detail of their products.

The advantages are:

- The topics categorizations are well-organized;
- Provides lots of diet topics;
- Recommends the readers for the topics;
- The feature of the website named diet tools are very helpful in helping people calculate certain food's calories

And the disadvantages are:

- Writer's knowledge are unknown to reader;

- Topics are random and abundant.

2.6.2.2 Livestrong.com

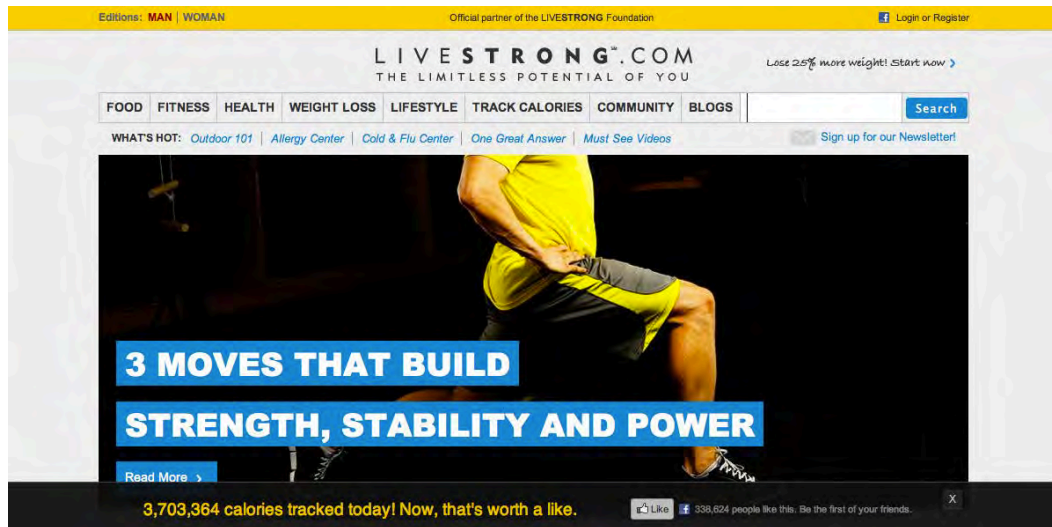


Figure 2.5 Livestrong.com

Livestrong.com is a website that provides exercise tips and guides, weight loss articles, videos of exercises, and facts about food, diet, and also exercises. The advantages of the website are:

- Topics are well-categorized;
- There are lots of interesting and popular topics about food, exercise, and also diet;
- Recommends readers for trending topics;
- Separates men and women section.

And the disadvantages are:

- Articles are written by more than one writer, and people does not know how knowledgeable they are;
- The layout of each category' content is confusing;
- Topics are random and abundant.

Review Conclusion

Based on the reviews of website, it is obvious that website is a practical media because website does contain abundant topics about diet, and website is free access. But it can be ineffective because the topics are random, and some people are unable to access Internet for example elders.

2.6.3 Social Campaign

Besides book and Internet, which are the most related media, there is also a campaign that could also give tips and guides for diet. The advantages of campaign are:

- Able to increase people's awareness about the dangers of obesity more effectively;
- Motivates individuals to take action;
- Can be seen almost everywhere on the public, e.g. Senayan, Jakarta.

But campaign also has several disadvantages for delivering a diet guide, which are:

- More than one media is used for the success of a campaign, for instance online social media; print ads; run an event; etc. which more likely to cost more money to achieve the goal of the campaign if not managed properly (Scott, 2012);
- Unable to contain all information in one media;
- Requires a series of (for example) posters to deliver diet guides; myths around diet; what to eat, etc.

The examples of campaign that will be reviewed are seminars and poster.

2.6.3.1 Seminars

Seminars is also a great media to deliver information about diet, here are the advantages and disadvantages of seminars.

- Attendants usually can ask questions directly to the speakers;
- Attendant will meet another attendant with the same interest or problems of diet;
- Many diet topics are being summarized into a 1 or 2 days event;
- Attendants can share their diet or health problems with the speakers and then get a suggestion or advice.

And the disadvantages are:

- It is usually costly to attend a seminar;
- Rarely the speaker are not as knowledgeable himself or herself;
- Sometimes people do not have the time to spent it for a seminar;
- The lesson learnt can't be repeated when forgotten;
- Most of the lessons need to be grasp immediately in the seminar, can't be paused.

Below is a review of a seminar.

2.6.3.1.1 Ultimate Diet Secrets Seminar by Dr. Greg Ellis (reviewed online)

The seminar takes place at Frisco Cross Fit in Frisco, Texas. Watched online at http://www.youtube.com/watch?v=UknYIjFexns&playnext=1&list=PL7853D041D7A47D24&feature=results_video. The seminar was explained by Dr. Greg Ellis, a nutritionist and a doctor of physiology. The seminar talks about Dr. Greg's

experiences of diets, explains about the mistakes and flaws of many diets, what exercises are better, and many more.

The advantages are:

- The speaker shares his experiences and motivates the attendants;
- The attendants can ask directly to the speaker;
- The speaker gives many explanation and examples;

The disadvantages are:

- The explanations are sometimes difficult to understand;
- The speaker talks too much on his experiences.

2.6.3.2 Posters

The advantages of posters are:

- Able to motivates the viewer;
- Able to increase people's awareness about the dangers of obesity;
- Able to deliver certain information in a short and clear sentence;
- Can be seen almost everywhere.

And the disadvantages are:

- Ineffective in delivering complete and detailed diet tips and guides;
- Requires series of posters to deliver tips and guides of diet;
- May not include too many words.

Below are some examples of obesity campaign poster:



Figure 2.6 Obesity Poster



Figure 2.7 Fat Chance



Figure 2.8 Creative Obesity Poster

Review Conclusion

Campaign is effective on increasing people's awareness about the dangers of obesity or the importance of healthy diet, and even explaining diet topics (seminars), but campaign is not a very effective media, because although seminars can deliver information, some people do not have the time to attend one, and if (for example) posters are used to deliver diet detailed guide, it will require series of posters because one poster won't be enough to fit all the detailed information.

2.6.4 Health Magazine

There are many popular health magazines in Indonesia, from women's health magazines, fitness for men to men's health magazines. Health magazine is pretty popular, because it is fun to read since the contents vary inside, can be brought and read anytime, and also magazines are published monthly. An example of Indonesian popular health magazines is Men's Health Magazine

2.6.4.1 Men's Health Indonesia Magazine

Men's health magazine is packed with health articles such as weight loss, exercises, sex, and also fashion although it focuses on health articles. The issue that is reviewed is August 2012 issue.



Figure 2.9 Men's Health August 2012 cover

The advantages of Men's Health Magazine are:

- Most topics within the magazine are interesting and popular;
- Contains lots of interesting tips, guides, information, and facts about health such as weight loss tips, healthy recipes, sex tips, exercises plans, etc.
- The layout designs are simple and clear enough to highlight the information;

And the disadvantages are:

- Sometimes includes irrelevant articles such as automobiles and technology;
- Articles about weight loss are limited.

2.6.4.2 Women's Health Indonesia Magazine



Figure 2.10 Women's Health Indonesia October cover

Women's Health Indonesia is a new magazine following the popularity of Men's Health magazine. The magazine focuses on health issues such as weight loss issue, exercises, sex, beauty, and also healthy recipes. The reviewed magazine issue is October 2012.

Advantages:

- Contains lots of useful and interesting tips for weight loss, love, sex, etc.
- The layout designs are minimalist, emphasize more on information;
- The table of contents is organized and neat, helps guide readers to find certain topic.

And the disadvantages are:

- Weight loss articles are limited;

- Lots of irrelevant topics such as romance and beauty even though the focus is health.

Review Conclusion

Magazine is an interesting media because it can include not only many popular health topics, but also other topics about fashion or gadgets. And reading a magazine is also fun, because it doesn't only contain texts but also pictures. But the downside is magazine contains a lot of health topics and make it less focused on weight loss issue.

2.6.5 Other Media

2.6.5.1 Mobile Applications

Mobile is today's most used technology, most people uses and own a mobile. It is easy to access and download some applications on mobile. Whether it's on IOS and OS, There are always mobile apps. Below are examples of mobile apps about diet and health.

2.6.5.1.1 Health Meter Premium: Pace MobiTech

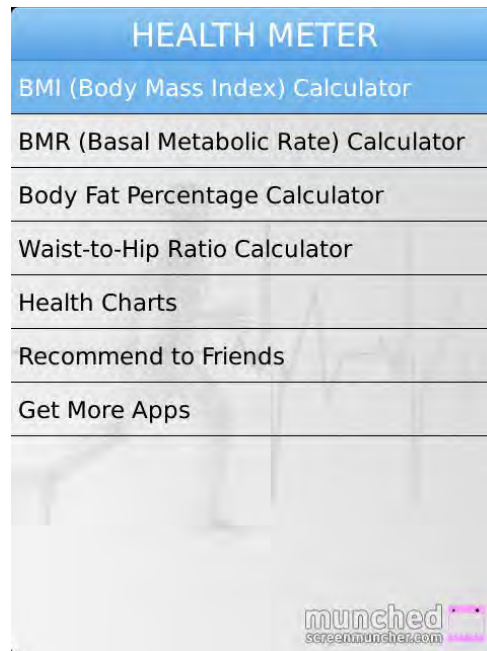


Figure 2.11 Health Meter Screenshot

A blackberry application that helps people calculate their BMI, Basal Metabolic Rate, Body Fat, etc. the advantages of the following application are:

- Helps people measure their BMI, BMR, and body fat easier and faster;
- Able to increase people's awareness about their health conditions, for instance the body fat percentage of person A is very high, therefore by using this app, A knows that he/she should reduce his/her body fat;
- Individuals will be able to keep track of their body conditions.

And the disadvantages are:

- Body fat percentage measurement is not very accurate;

2.6.5.1.2 Get in Shape by Arawella Corporation

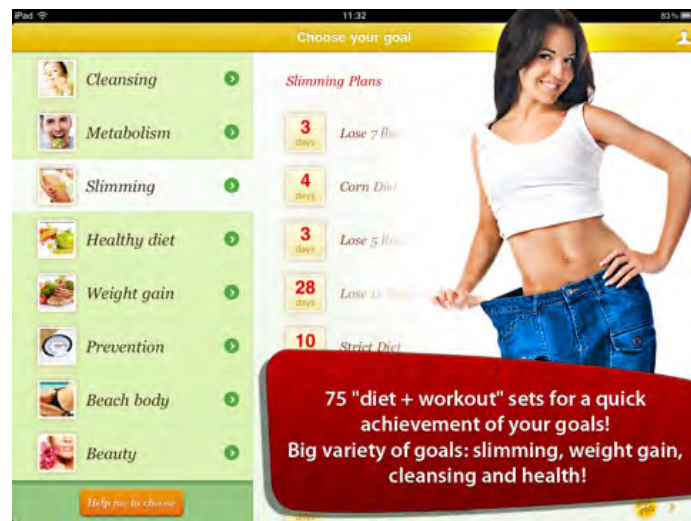


Figure 2.12 Get in Shape application screenshot

An Ipad application that helps people set their diet goals; whether it's for weight loss, beach body, or metabolism. On each goal, the application guides the user with diet plans and also the exercises that need to be done. The advantages are:

- Helps people set and achieve their goals by giving advice on what food to eat and what exercises should be done;
- Easy to access;
- Provides several diet plans which attracts the user to try;
- Lets user keeps track of their progress, whether they have done the exercise or not.

But the disadvantages are:

- Doesn't provide detail about how to do the exercise;
- Doesn't provide explanation about which diet plan is effective or ineffective;

Review Conclusion

Mobile apps is one practical media because it is carried everywhere on mobile or Smartphone. Without having to buy a book or magazine, mobile apps are mostly free for download, although some people can't access Internet on their Smartphone and sometimes the application has to be bought to be downloaded. Mobile apps can include lots of useful tips or good planner, which makes it suitable for promotional items for the final product that writer will do.

2.7 Layout Theory

In order to publish an appealing book design, it is necessary to follow certain rules to establish balance between graphic elements (such as heading, illustrations, body copy, colors, etc.), information, and to be able to effectively guide reader from one part to another. Uncoordinated placement of design elements will likely to confuse reader.

There are four basic principles of page layouts (Artbookbindery.com, 2012) that are important in page layout design, they are:

- **Contrast**

To be able to create an appealing page layout, contrast is one important aspect. With good contrast, designer could help reader to read the book easier. In page layout, contrast can be made by differentiating font size, typefaces, and color; for example bolding the headlines.

- **Alignment**

It is important to stick to one alignment to create balance for the whole page.

The basic typographic alignments are:

- **Centered**; usually used for the primary display panel; formal look is achieved with this alignment;
 - **Flush Left**; each word are aligned to the left, usually used in western culture, where people read from left to right;
 - **Flush Right**; the opposite of flush left, aligning each word to the right;
 - **Justified**; “*With words or lines stretched to the same width, but here letter and word spacing can be challenging.*” (Klimchuk and Sandra, 2006, p. 94) by using justified alignment, clean and orderly look will be achieved.
- **Repetitions**

It is preferred to repeat the graphic elements style that has been made on the first page; since this will create unity and balance for the whole pages, rather than having too many distinctive styles on each page.

- **Proximity**

By grouping the relating text or picture together, we perceive them as one group.

2.8 The Goal of Publications

When publishing a book, usually there are certain goals that author is trying to achieve. Based on Poppy Evans, the author of *Exploring Publication Design*, the 2 goals of publications of diet book are:

- **Inform**: Publications that either instructs, guide, or explain to the reader. E.g. textbook, diet guidebook, dictionaries, and newspapers.

- **Persuade:** Usually a publication with this goal tends to motivate or convince the reader to act or to purchase an item or service. E.g. campaign and brochure

2.9 Elements and Principles of Publication Design

To create a work of art, the elements and principles of design play a big role in supporting the designers, whether it is a good or bad design, painting, drawing, etc; most works of art apply these elements. (Exploring Publication Design by Poppy Evans, 2006)

2.9.1 Elements of Design

The elements of design that may support and strengthen writer's thesis contain:

- A. **Shape:** "A shape is a self contained defined area of geometric or organic form (Lovett)."
- B. **Line:** every direction represents and symbolizes something. Horizontal represents calmness, stability, and tranquility; vertical symbolizes balance, formality, and alertness; and oblique means action and movements.
- C. **Type:** Type is an important element in design because not only it serves as a mean of delivering message, but it can also be a design element, for example as a line or shape.
- D. **Imagery:** Serves as a design element or design composition in a page layout and in a page. Designers may use the form of photographs or illustration as imagery.

- E. **Color:** Color is a kind of communication that most people would understand even without verbal messages. And in a page layout, color is able to enhance emotions or moods.

2.9.2 Principles of Design

In the writing of this thesis, writer feels that it is necessary to include some of the principles of design into this thesis, which are:

- A. **Hierarchy:** Directs the viewer to the main interest of a work of art; dominance lets the viewer separate the most important thing with the less ones. (See figure 2.13).



Figure 2.13 Hierarchy in an ad

The message is the most dominant element in the ad above, and the photograph is the less dominant element.

- B. **Balance:** Although a hierarchy has been made within a layout, the less dominant elements should also be placed appropriately to create comfort

in readers' eyes. Poppy Evans states that there are two approaches in creating balance, which are symmetric and asymmetric. (See figure 2.14).



Figure 2.14 Left: symmetric balance, Right: Asymmetric balance

- C. **Pattern:** A repetitions in uses, placements, and sizes of design elements.
- D. **Unity:** The similarity of the use or placements of design elements in a composition of a design that will be able to create a sense of togetherness and harmony. Unity can also be achieved through varieties, object doesn't need to necessarily be the same, yet share similarity such as color or shape. (See figure 2.15)
- E. **Scale:** Scale is the size configuration of design elements, which is able to create hierarchy, contrasts, depth of fields, or perspectives. (Evans, 2006: pg. 33) (See figure 2.16)

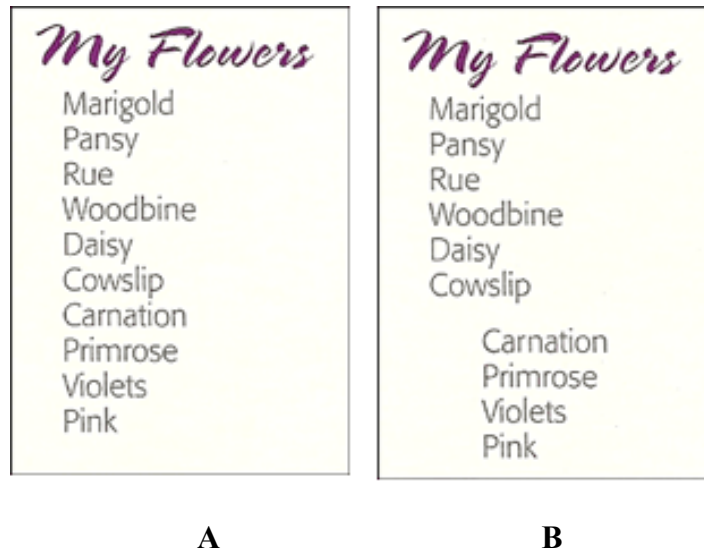


Figure 2.15 Proximity

In example A, reader can see that the names of the flowers belong to each other, yet in example B, the last 4 names don't seem related to the other 6 names



Figure 2.16 Scale

The size of the North Pole and the city are reduced in order to create an impression that they are inside a water drop

2.10 Theory of Color

Color is like a universal language, people can feel and think in a certain way when they see a color, and color can be divided into three categories, which are primary, secondary, and tertiary color. In a color wheel, the main colors that are used are based on RGB and CMYK. Ambrose and Harris stated that “*Color can have a variety of embedded meanings, which can be linked to different emotions and moods.*”(Basic Design Color, 2005, p. 12)

Color can be divided into three categories, which are neutral, cool, warm colors. Each category holds and creates some meanings.

- **Cool Colors:** Colors like blue, green, or purple are considered cool colors. Using cool colors may create impressions of calm, peace, and relaxation.
- **Warm Colors:** Red, Yellow, and Orange are examples of warm colors. Warm colors can symbolize joyfulness and vibrancy.
- **Neutral/Earth Colors:** Black, white, grey, and brown are examples of neutral colors, and they can symbolize purity, glamour, elegance and sophistication.

2.11 Typography

Typography is a means of visual communications which emphasize on typefaces to send the message (Kyrnin, 2012). Typography is used and surrounds people every day, from posters, newspapers, books, greeting cards, etc.

Killian Muster, a German typographer, states that “the *science* that helps us making sure that people can and *will* read those publications is typography. It’s the craft of making visual communication readable, legible and comprehensible.”

Typography is basically divided into two categories which are microtypography and *macrotypography*. *Details of type and layout involving the selection of font, kerning*

(spacing between letters), spacing between words is called microtypography, while for macrotypography, Muster implies that it is “the big picture of communication such as line length, margins, line height (leading), balance of text and images, how to use white space, font sizing/weighting and the layout as such”.

2.12 Typography in Publication Design

Typography is one the most important factor in publication design, and based on Alan Pipes, the author of *Production for Graphic Designers*, the 2 most important concerns are:

- **Legibility:** How easy the eye can distinguish between one character to the other.
- **Readability:** Whether the texts are easy to be read. The reader should be able to read the whole body copy with ease.

2.13 The Importance of Imagery in Publication Design

Imagery is an element in publication that can be important depending on the needs of the body copy or information. Imagery can be photographs and illustrations, each has it's own functions. For the final product of the thesis writing, writer will use photographs because photographs can be used to support information, make assumptions, and also represent products or items. For example in a diet book, when a recipe is given, it is sometimes difficult for reader to know exactly how the food will look like in the end without a photograph. Poppy Evans states, “The realism of photography also does a great job of stimulating interest and curiosity in any item or activity.” (Evans, *Exploring Publication Design*, 2006, pg. 123)

According to Ivan Viola and Meister E Groller, the writer of *Smart Visibility in Visualization*, illustrations can be used to create examples of topics, and it can also

be used to support information like photographs, and enhance moods or feelings for readers.