

BAB IV

PERANCANGAN

A. Kreatif Visual

i. Disain Majalah 1

Majalah yang dipilih: *Garuda Inflight Magazine*.

1. Ukuran: A4; 210 x 297 mm.

2. Teks:

a) *Headline: "WEAR TO BE SEEN".*

Jenis huruf/Font: *BankGothic LT BT.*

Ukuran: disesuaikan.

b) *Sub-Headline: "THE SINGULAR PURPOSE OF JEWELRY IS TO ADORN THE HUMAN FORM: TO DECORATE THE FINGER, TO GRACE THE NECK, TO ENHANCE THE EAR".*

Jenis huruf/Font: *BankGothic LT BT.*

Ukuran: disesuaikan.

c) *Bodycopy: "RUNA JEWELRY IS PROUDLY PRESENT THE EXQUISITELY AND UNDERSTATELY STYLISH COLLECTIONS OF JEWELRY THAT WILL BRING THE TIMELESS ELEGANCE TO YOUR PERFORMANCE. THE ARTISTRY OF RUNA JEWELRY IS WELL DESIGNED TO GIVE THE PERFECT EXPRESSION OF ONE'S OWN PERSONALITY. A BEAUTIFUL SIMPLICITY AND A CONTEMPORARY SETTING FORM IS COMBINED WITH THE HIGHEST SKILL FROM THE INDONESIANS CRAFTMANSHIP AND A GOOD QUALITY OF THE MATERIALS".*

Jenis huruf/Font: *BankGothic LT BT.*

Ukuran: 12'.

d) Slogan: *"A Gift Of Elegance"*.

Jenis huruf/Font: *Gando BT*.

Ukuran: disesuaikan.

f) Logo: RUNA, ukuran disesuaikan.

g) Brandname: RUNA JEWELRY.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

h) *Closing words* : (1) *DESIGNERS, MANUFACTURERS, EXPORTERS*. (2) Berisi alamat tempat dimana perusahaan bertempat tinggal, *Branch*, tempat produk diproduksi dan outlet-outlet tempat produk dijual.

AVAILABLE AT : SOGO, METRO PONDOK INDAH MALL, SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI, GRAND HYATT BALI, BALI INTERCONTINENTAL RESORT, PLAZA BALI, BALI HYATT, AND ALL LEADING HOTELS IN BANDUNG.

WORKSHOP : JL .GEGERKALONG HILIR 68 BANDUNG 40153, TEL (022) 211503, FAX (022) 210887.

BRANCH : BANJAR TELABAH, BATUBULAN, GIANYAR, BALI. TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR, BALI.

Jenis huruf/Font: (1) *BankGothic LT BT* dan (2) *Helvetica*.

Ukuran: 9'.

3. Elemen

a) *Background*.

b) Perpaduan warna: *Grayfish Tones*.

c) Ilustrasi:

1. Foto produk (product spot)
2. Foto Wanita dengan gaya yang ekspresif.

ii. Disain Majalah 2

Majalah yang dipilih: *Femina*.

1. Ukuran: A4; 210 x 297 mm.

2. Teks:

a. *Headline*: "DIPAKAI UNTUK DIPERHATIKAN".

Jenis huruf/*Font*: *BankGothic LT BT*.

Ukuran: disesuaikan.

b) *Sub-Headline*: "ARTIAN DARI SEBUAH PERHIASAN ADALAH UNTUK MENGHIASI TUBUH DAN MEMPERINDAH PENAMPILAN".

Jenis huruf/*Font*: *BankGothic LT BT*.

Ukuran: disesuaikan.

c) *Bodycopy*:

Jenis huruf/*Font*: *BankGothic LT BT*.

Ukuran: 12'.

d) *Slogan*: "Persembahan Keanggunan".

Jenis huruf/*Font*: *Gando BT*.

Ukuran: disesuaikan.

e) *Logo*: RUNA, ukuran disesuaikan.

f) *Brandname*: PERHIASAN RUNA.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

g) *Closing words* : (1) DESAINER, MANUFAKTUR, EKSPORT.

(2) Berisi alamat tempat dimana perusahaan bertempat tinggal, *Branch*, tempat produk diproduksi dan *outlet-outlet* tempat produk dijual.

TERSEDIA DI : SOGO, METRO PONDOK INDAH MALL, SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI, GRAND HYATT BALI, BALI INTER-CONTINENTAL RESORT, PLAZA BALI, BALI HYATT, DAN HOTEL-HOTEL TERKENAL DI BANDUNG.

WORKSHOP : JL .GEGERKALONG HILIR 68 BANDUNG 40153, TEL (022) 211503, FAX (022) 210887.

BRANCH : BANJAR TELABAH, BATUBULAN, GIANYAR, BALI. TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR, BALI.

Jenis huruf/Font: (1) *BankGothic LT BT* dan (2) *Helvetica*.

Ukuran: 9'.

3. Elemen:

a) *Background*.

b) Perpaduan warna: *Grayfish Tones*.

c) Ilustrasi:

1. Foto produk (product spot)
2. Foto Wanita dengan gaya yang ekspresif.

Ukuran: disesuaikan.

e) Logo: RUNA, ukuran disesuaikan.

f) *Brandname*: RUNA JEWELRY.

Jenis huruf/Font: Goudy Old Style BT.

Ukuran: disesuaikan.

g) *Closing words* : (1) *DESIGNERS, MANUFACTURERS, EXPORTERS.* (2) Berisi alamat tempat dimana perusahaan bertempat tinggal, *Branch*, tempat produk diproduksi dan outlet-outlet tempat produk dijual.
AVAILABLE AT : SOGO, METRO PONDOK INDAH MALL, SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI, GRAND HYATT BALI, BALI INTER-CONTINENTAL RESORT, PLAZA BALI, BALI HYATT, AND ALL LEADING HOTELS IN BANDUNG.

WORKSHOP : JL .GEGERKALONG HILIR 68 BANDUNG 40153, TEL 022 211503, FAX 022 210887.

BRANCH : BANJAR TELABAH, BATUBULAN, GIANYAR, BALI. TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR, BALI.

Jenis huruf/Font: (1) *BankGothic LT BT* (2) *Helvetica*

Ukuran: 9'.

h) *Caption*: 925 *Sterling Silver* .

Ukuran: 6'.

3. Elemen:

a) *Background*.

b) Perpaduan warna: *Grayfish Tones*.

c) Ilustrasi: 1. Foto produk (product spot)
 2. Foto Wanita dengan gaya
 yang ekspresif.

iv. Shelf Talker (Point Of Purchase)

1. Data Teknis:

- Dimensi ukuran: Lihat Lay Out.

2. Teks:

a) Slogan: *"A Gift Of Elegance"*.

Jenis huruf/Font: *Gando BT*.

Ukuran: disesuaikan.

b) Logo: RUNA, ukuran disesuaikan.

c) Brandname: RUNA JEWELRY.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

d) *Closing words* : (1) *DESIGNERS, MANUFACTURERS, EXPORTERS*. (2) Berisi alamat tempat dimana perusahaan bertempat tinggal, *Branch*, tempat produk diproduksi dan outlet-outlet tempat produk dijual.
AVAILABLE AT : SOGO, METRO PONDOK INDAH MALL, SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI, GRAND HYATT BALI, BALI INTER-CONTINENTAL RESORT, PLAZA BALI, BALI HYATT, AND ALL LEADING HOTELS IN BANDUNG.

WORKSHOP : JL .GEGERKALONG HILIR 68 BANDUNG 40153,

TEL (022) 211503, FAX (022) 210887.

BRANCH : BANJAR TELABAH, BATUBULAN, GIANYAR, BALI.

TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR, BALI.

Jenis huruf/Font: (1) *BankGothic LT BT* (2) *Helvetica*

Ukuran: disesuaikan.

3. Elemen:

a) *Background*.

b) Perpaduan warna: *Grayfish Tones*.

c) Ilustrasi:

1. Foto produk (product spot)
2. Foto Wanita dengan gaya yang ekspresif.

v. Audio Visual

Dimensi: 480 x 640 dpi.

Durasi: 15 detik.

Ilustrasi musik: *Classic*.

* LIHAT STORYBOARD.

vi. Folder

1. Data Teknis:

a) Jenis: 4 Page.

b) Dimensi ukuran: Lihat *Lay Out*.

2. Teks

a) *Bodycopy*: lihat *lay out*.

Jenis huruf/Font: *Shelley Allegro BT*, *Helvetica*.

Ukuran: disesuaikan.

b) Slogan: *"A Gift Of Elegance"*.

Jenis huruf/Font: *Gando BT*.

Ukuran: disesuaikan.

c) Logo: RUNA, ukuran disesuaikan.

d) Brandname: RUNA JEWELRY.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

e) Closing words : (1) *DESIGNERS, MANUFACTURERS, EXPORTERS*. (2) Berisi alamat tempat dimana perusahaan bertempat tinggal, Branch, tempat produk diproduksi dan outlet-outlet tempat produk dijual.
AVAILABLE AT : SOGO, METRO PONDOK INDAH MALL, SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI, GRAND HYATT BALI, BALI INTER-CONTINENTAL RESORT, PLAZA BALI, BALI HYATT, AND ALL LEADING HOTELS IN BANDUNG.

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BRANCH : BANJAR TELABAH, BATUBULAN, GIANYAR, BALI. TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR, BALI.

Jenis huruf/Font: (1) *BankGothic LT BT* (2) *Helvetica*

Ukuran: disesuaikan.

3. Elemen:

a) *Background*:

- b) Perpaduan warna: *Grayfish Tones*.
- c) Ilustrasi:
 - 1. Foto produk (product spot)
 - 2. Foto Wanita dengan gaya yang ekspresif.
- d) *Insert*: Foto Desainer.

vii. Brosur

- 1. Data Teknis:
 - a) Jenis: *12 Page, Saddle Wire Stitched*.
 - b) Dimensi ukuran: *Lihat Lay Out*.
- 2. Teks:
 - a) *Bodycopy*: *lihat lay out*.
 Jenis huruf/Font: *Shelley Allegro BT, Helvetica*.
 Ukuran: disesuaikan.
 - b) Slogan: *"A Gift Of Elegance"*.
 Jenis huruf/Font: *Gando BT*.
 Ukuran: disesuaikan.
 - c) Logo: RUNA, ukuran disesuaikan.
 - d) *Brandname*: RUNA JEWELRY.
 Jenis huruf/Font: *Goudy Old Style BT*.
 Ukuran: disesuaikan.
 - e) *Closing words* : (1) *DESIGNERS, MANUFACTURERS, EXPORTERS*. (2) Berisi alamat tempat dimana perusahaan bertempat tinggal, Branch, tempat produk diproduksi dan outlet-outlet tempat produk dijual.
AVAILABLE AT : SOGO, METRO PONDOK INDAH MALL,

SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI,
GRAND HYATT BALI, BALI INTER-CONTINENTAL RESORT,
PLAZA BALI, BALI HYATT, AND ALL LEADING HOTELS IN
BANDUNG.

WORKSHOP : JL .GEGERKALONG HILIR 68 BANDUNG 40153,
TEL (022) 211503, FAX (022) 210887.

BRANCH : BANJAR TELABAH, BATUBULAN, GIANJAR, BALI.
TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR,
BALI.

Jenis huruf/Font: (1) BankGothic LT BT (2) Helvetica
Ukuran: disesuaikan.

3. Elemen:

- a) Background.
- b) Perpaduan warna: *Grayfish Tones*.
- c) Ilustrasi:
 - 1. Foto produk (*product spot*)
 - 2. Foto Wanita dengan gaya yang ekspresif.
- d) *Insert*:
 - 1. Foto Desainer.
 - 2. Foto salah satu *gallery*.
 - 3. Foto salah satu sudut pabrik.

viii. Packaging

- 1. Data Teknis:
 - Dimensi ukuran: Lihat *Lay Out*.
- 2. Teks:
 - a) Slogan: "*A Gift Of Elegance*".

Jenis huruf/Font: *Gando BT*.

Ukuran: disesuaikan.

b) Logo: RUNA, ukuran disesuaikan.

c) Brandname: RUNA JEWELRY.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

3. Elemen:

a) Ornamen: perhiasan antik.

b) Perpaduan warna: *Grayfish Tones*.

ix. Brand Tag

1. Data Teknis:

- Dimensi ukuran: 3,5 x 3.5 cm.

2. Teks:

a) Slogan: *"A Gift Of Elegance"*.

Jenis huruf/Font: *Gando BT*.

b) Warranty teks: *"925 Sterling Silver"*.

Ukuran: disesuaikan.

c) Logo: RUNA, ukuran disesuaikan.

d) Brandname: RUNA JEWELRY.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

e) *Closing words* : Berisi alamat tempat dimana perusahaan bertempat tinggal, *Branch*, dan tempat produk diproduksi.

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 TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR,
 BALI, INDONESIA.

Jenis huruf/Font: Helvetica.

Ukuran: disesuaikan.

3. Elemen:

- a) Ornamen: perhiasan antik.
- b) Perpaduan warna: Grayfish Tones.

x. Shopping Bag

1. Data Teknis:

- Dimensi ukuran: Lihat Lay Out.

2. Teks:

- a) Slogan: "A Gift Of Elegance".

Jenis huruf/Font: Gando BT.

Ukuran: disesuaikan.

- b) Logo: RUNA, ukuran disesuaikan.

- c) Brandname: RUNA JEWELRY.

Jenis huruf/Font: Goudy Old Style BT.

Ukuran: disesuaikan.

- d) *Closing words* : Berisi alamat tempat dimana perusahaan bertempat tinggal, Branch, tempat produk diproduksi dan outlet-outlet tempat produk dijual.
 AVAILABLE AT : SOGO, METRO PONDOK INDAH MALL,
 SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI,

GRAND HYATT BALI, BALI INTER-CONTINENTAL RESORT,
PLAZA BALI, BALI HYATT, AND ALL LEADING HOTELS IN
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BALI, INDONESIA.

Jenis huruf/Font: *Helvetica*.

Ukuran: disesuaikan.

3. Elemen:

- a) Ornamen: perhiasan antik.
- b) Perpaduan warna: *Grayfish Tones*.

xi. Calendar

1. Data Teknis:

- a) Jenis: *14 Page Desktop Calendar*.
- b) Dimensi ukuran: @ 150 x 160 mm.

2. Teks:

- a) Slogan: *"A Gift Of Elegance"*.

Jenis huruf/Font: *Gando BT*.

Ukuran: disesuaikan.

- b) Logo: RUNA, ukuran disesuaikan.

- c) Brandname: RUNA JEWELRY.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

d) *Closing words* : Berisi alamat tempat dimana perusahaan bertempat tinggal, Branch, tempat produk diproduksi dan outlet-outlet tempat produk dijual.

AVAILABLE AT : SOGO, METRO PONDOK INDAH MALL, SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI, GRAND HYATT BALI, BALI INTER-CONTINENTAL RESORT, PLAZA BALI, BALI HYATT, AND ALL LEADING HOTELS IN BANDUNG.

WORKSHOP : JL .GEGERKALONG HILIR 68 BANDUNG 40153, INDONESIA. TEL (022) 211503, FAX (022) 210887.

BRANCH : BANJAR TELABAH, BATUBULAN, GIANYAR, BALI. TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR, BALI, INDONESIA.

Jenis huruf/Font: *Helvetica*.

Ukuran: disesuaikan.

3. Elemen:

- a) Background: *Texture*.
- b) Ornamen: perhiasan antik.
- c) Perpaduan warna: *Grayfish Tones*.
- d) Ilustrasi: Foto produk.

xii. Greeting Card

1. Data Teknis:

- a) Jenis: 4 Page.
- b) Dimensi ukuran: 205 x 210 mm.

2. Teks:

a) Slogan: *"A Gift Of Elegance"*.

Jenis huruf/Font: *Gando BT*.

Ukuran: disesuaikan.

b) Logo: RUNA.

c) Brandname: RUNA JEWELRY.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

d) *Closing words*: Berisi alamat tempat dimana perusahaan bertempat tinggal, *Branch*, tempat produk diproduksi dan outlet-outlet tempat produk dijual.

AVAILABLE AT : SOGO, METRO PONDOK INDAH MALL, SHANGRI-LA HOTEL JAKARTA, SHERATON LAGOON BALI, GRAND HYATT BALI, BALI INTER-CONTINENTAL RESORT, PLAZA BALI, BALI HYATT, AND ALL LEADING HOTELS IN BANDUNG.

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Jenis huruf/Font: *Helvetica*.

Ukuran: disesuaikan.

3. Elemen:

a) Ornamen: perhiasan antik.

b) Background: *Texture*.

c) Perpaduan warna: *Grayfish Tones*.

d) Ilustrasi: Foto produk.

xiii. Amplop

1. Data Teknis:

a) Jenis: *Commercials & Officials*.

b) Dimensi ukuran: *DL Envelope*; 110 x 220.

2. Teks:

a) Logo: RUNA, ukuran disesuaikan.

b) *Brandname*: RUNA JEWELRY.

Jenis huruf/*Font*: *Goudy Old Style BT*.

Ukuran: disesuaikan.

c) *Closing words* : Berisi alamat tempat dimana perusahaan bertempat tinggal.

WORKSHOP : JL .GEGERKALONG HILIR 68 BANDUNG 40153,
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BRANCH : BANJAR TELABAH, BATUBULAN, GIANYAR, BALI.

TEL / FAX (0361) 298519. P.O. BOX 3325, DENPASAR,
BALI, INDONESIA.

Jenis huruf/*Font*: *Helvetica*.

Ukuran: disesuaikan.

3. Elemen:

- Ornamen: perhiasan antik.

xiv. Letterhead

1. Data Teknis:

- a) Jenis: *Commercials & Officials*.
- b) Dimensi ukuran: A4; 210 x 297 mm.

2. Teks:

- a) Logo: RUNA, ukuran disesuaikan.
- b) *Brandname*: RUNA JEWELRY.

Jenis huruf/Font: *Goudy Old Style BT*.

Ukuran: disesuaikan.

- c) *Closing words* : (1) *DESIGNERS, MANUFACTURERS, EXPORTERS*. (2) Berisi alamat tempat dimana perusahaan bertempat tinggal dan Branch.

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Jenis huruf/Font: (1) *Goudy Old Style BT* dan (2) *Helvetica*.

- d) Jenis huruf/Font: *Helvetica*.

Ukuran: disesuaikan.

3. Elemen:

- Ornamen: perhiasan antik.

xv. Bussines Card

1. Data Teknis:

- a) Jenis: 2 Faces.

b) Dimensi ukuran: 90 x 55 mm.

2. Teks:

a) Logo: RUNA, ukuran disesuaikan.

b) *Brandname*: RUNA JEWELRY.

Jenis huruf/*Font*: *Goudy Old Style BT*.

Ukuran: disesuaikan.

c) Nama dan jabatan.

Ukuran: 8'.

d) Closing words : (1) *DESIGNERS, MANUFACTURERS, EXPORTERS*. (2) Berisi alamat tempat dimana perusahaan bertempat tinggal, *Branch*, dan tempat produk diproduksi .

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Jenis huruf/*Font*: (1) *BankGothic LT BT* (2) *Helvetica*

Ukuran: 6'.

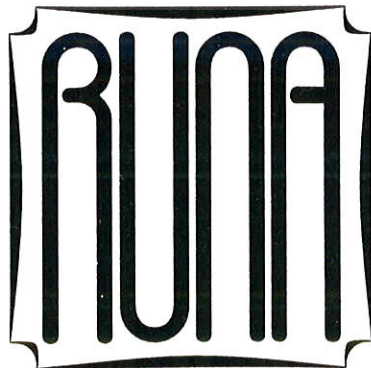
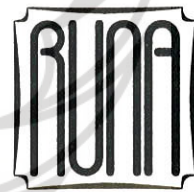
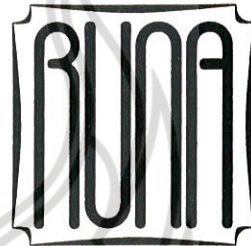
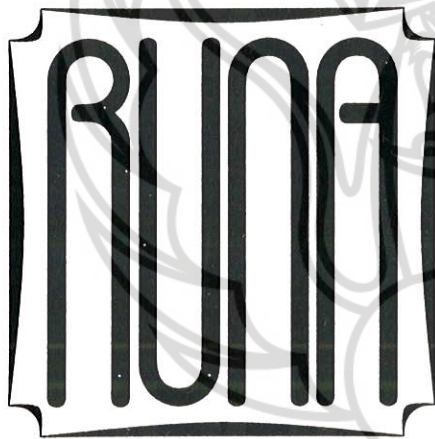
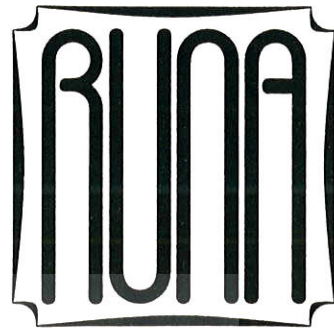
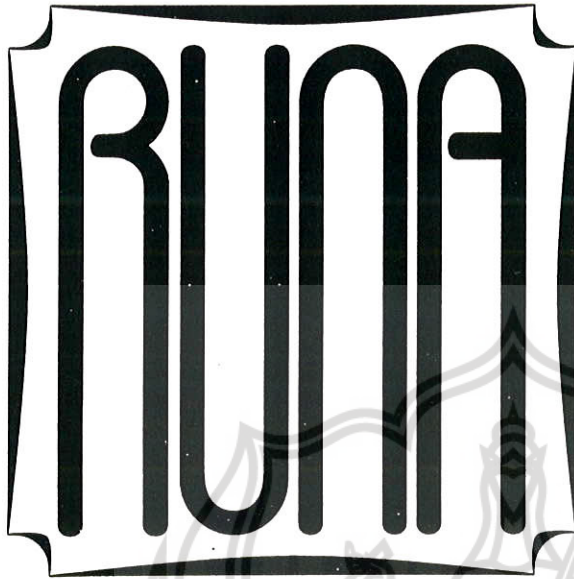
3. Elemen:

- Ornamen: perhiasan antik.

B. Studi Lay Out

Dalam studi Lay Out berikut ini akan diperlihatkan hasil rancangan dengan bentuk lay out komposisi peletakan dari unsur-unsur yang telah dibahas sebelumnya:



Studi Logo

Studi Brandname
Font: Goudy Oldstyle BT

RUNA JEWELRY

RUNA JEWELRY

RUNA JEWELRY

RUNA JEWELRY

RUNA JEWELRY

RUNA JEWELRY

RUNA JEWELRY

RUNA JEWELRY

RUNA JEWELRY

RUNA JEWELRY



Studi Slogan

Font: Gando

A Gift of Elegance

A Gift of Elegance

A Gift of Elegance

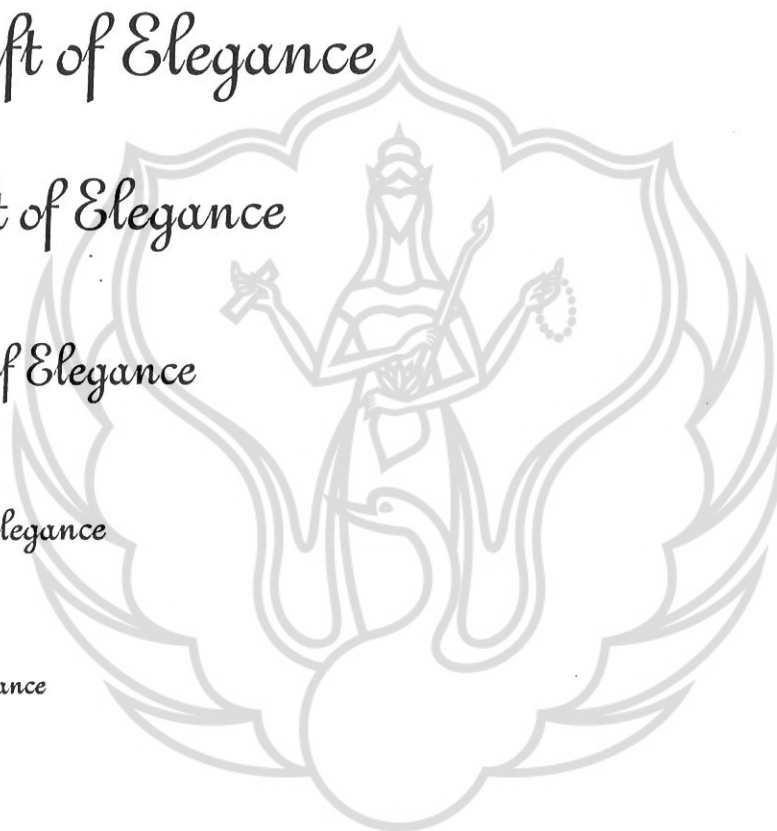
A Gift of Elegance

A Gift of Elegance

A Gift of Elegance

A Gift of Elegance

A Gift of Elegance



Studi Font Headline & Subheadline

Font: BankGothic LT BT

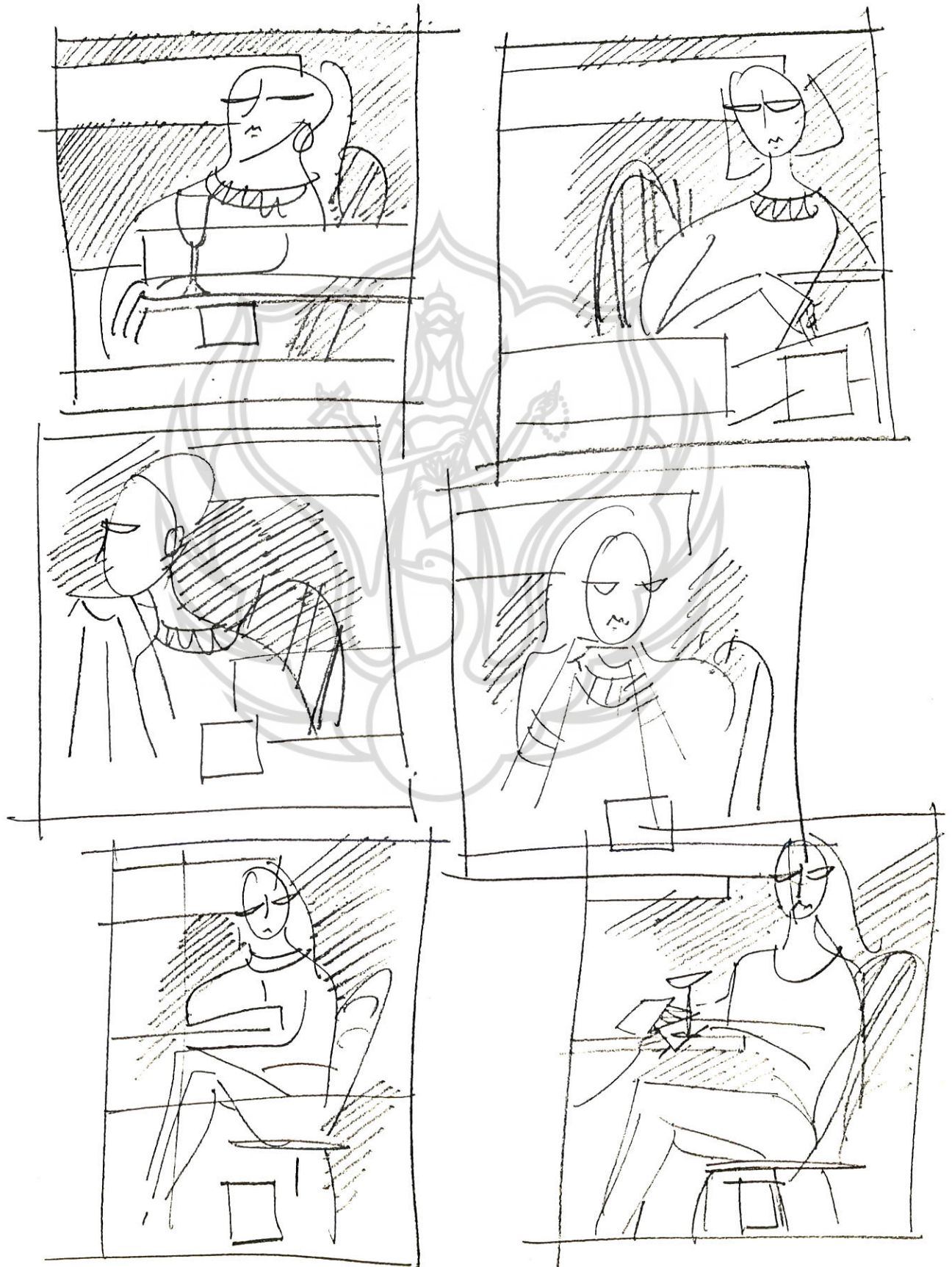
AA BB CC DD EE FF GG HH II JJ
 KK LL MM NN OO PP QQ RR SS TT
 UU VV WW XX YY ZZ & ?!
 1 2 3 4 5 6 7 8 9 0

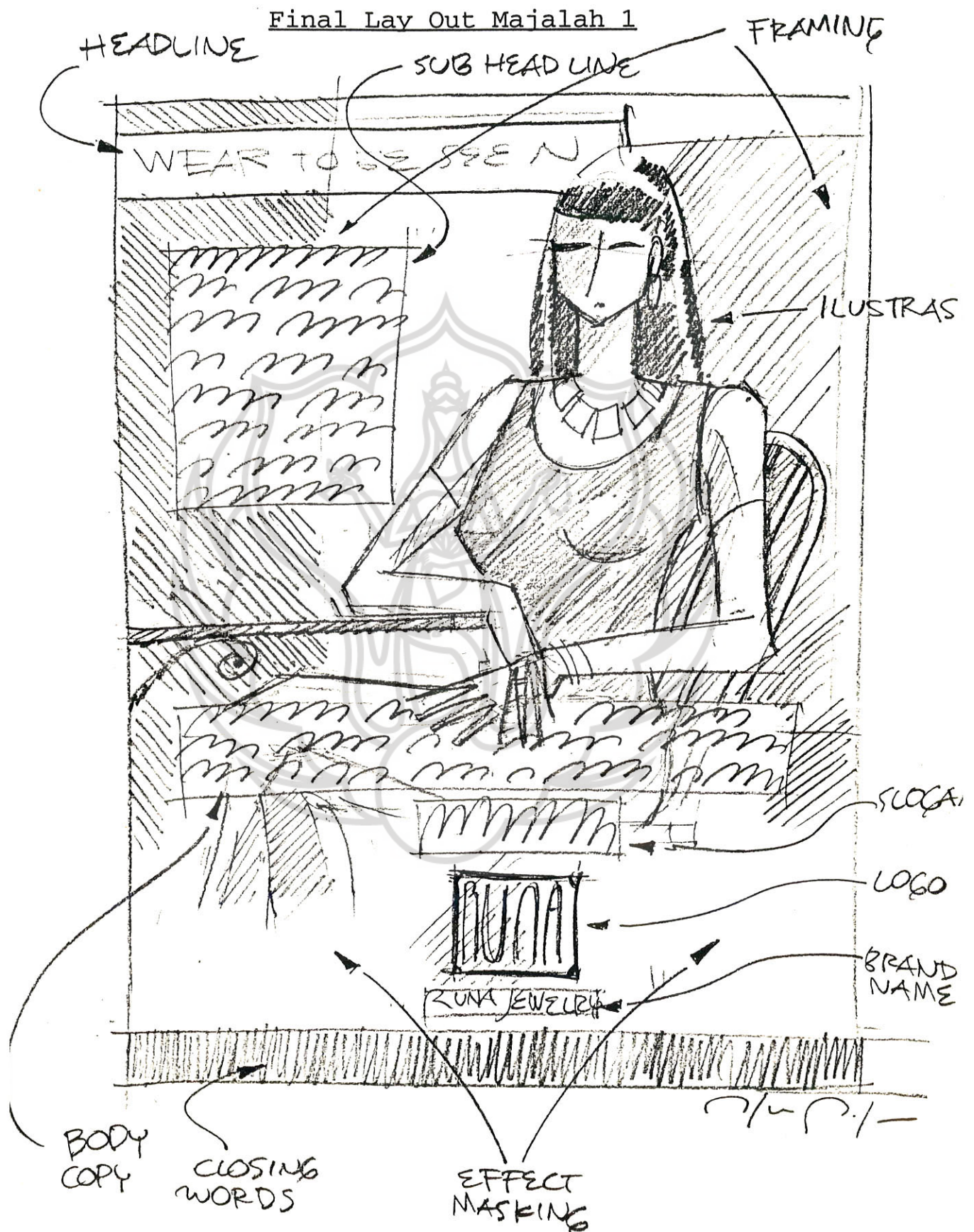
AA BB CC DD EE FF GG HH II JJ KK LL MM NN
 OO PP QQ RR SS TT UU VV WW XX YY ZZ &
 1 2 3 4 5 6 7 8 9 0 ?!

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ
 RR SS TT UU VV WW XX YY ZZ &
 1 2 3 4 5 6 7 8 9 0 ?!



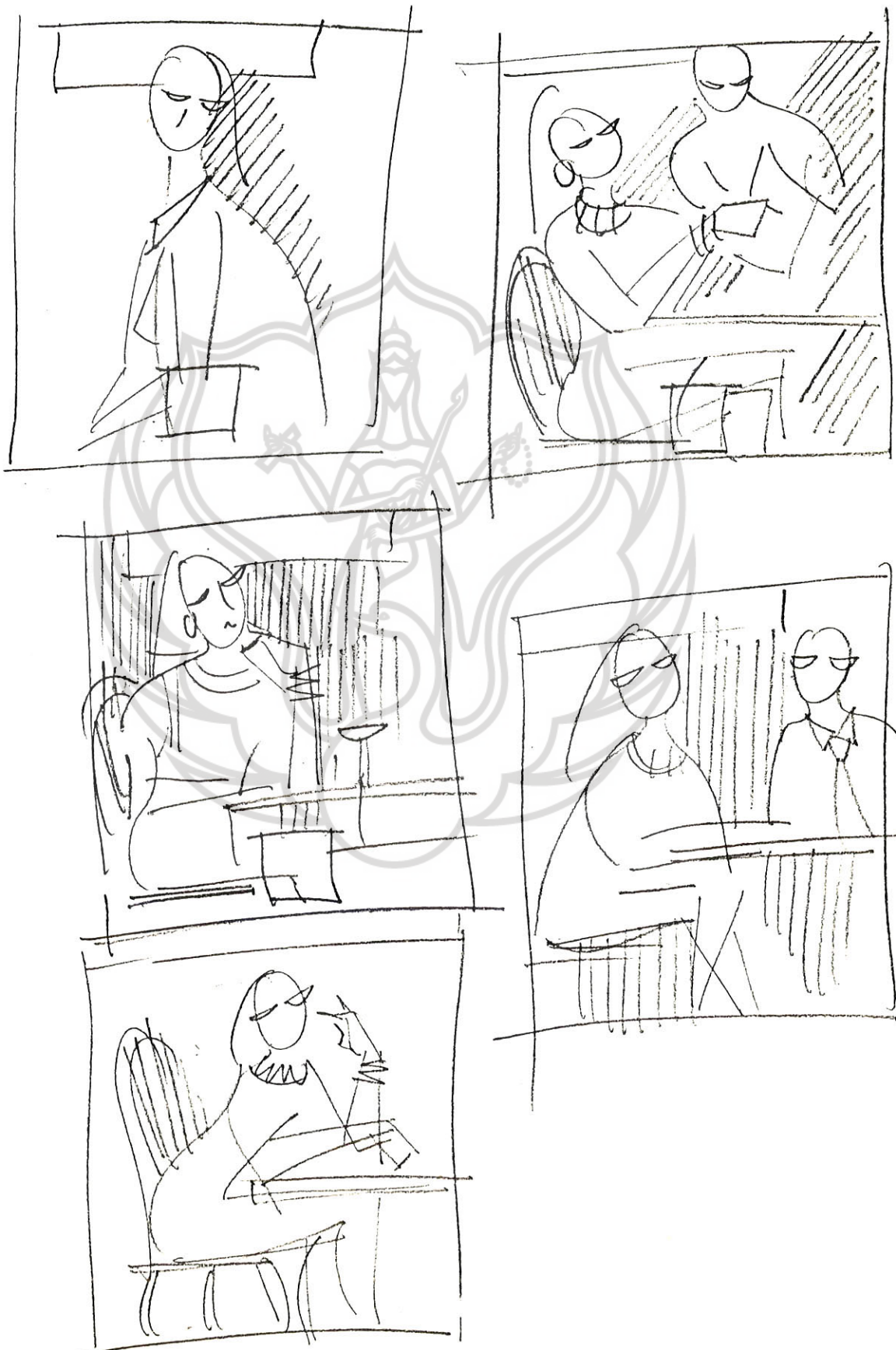
Alternatif Lay Out Majalah 1





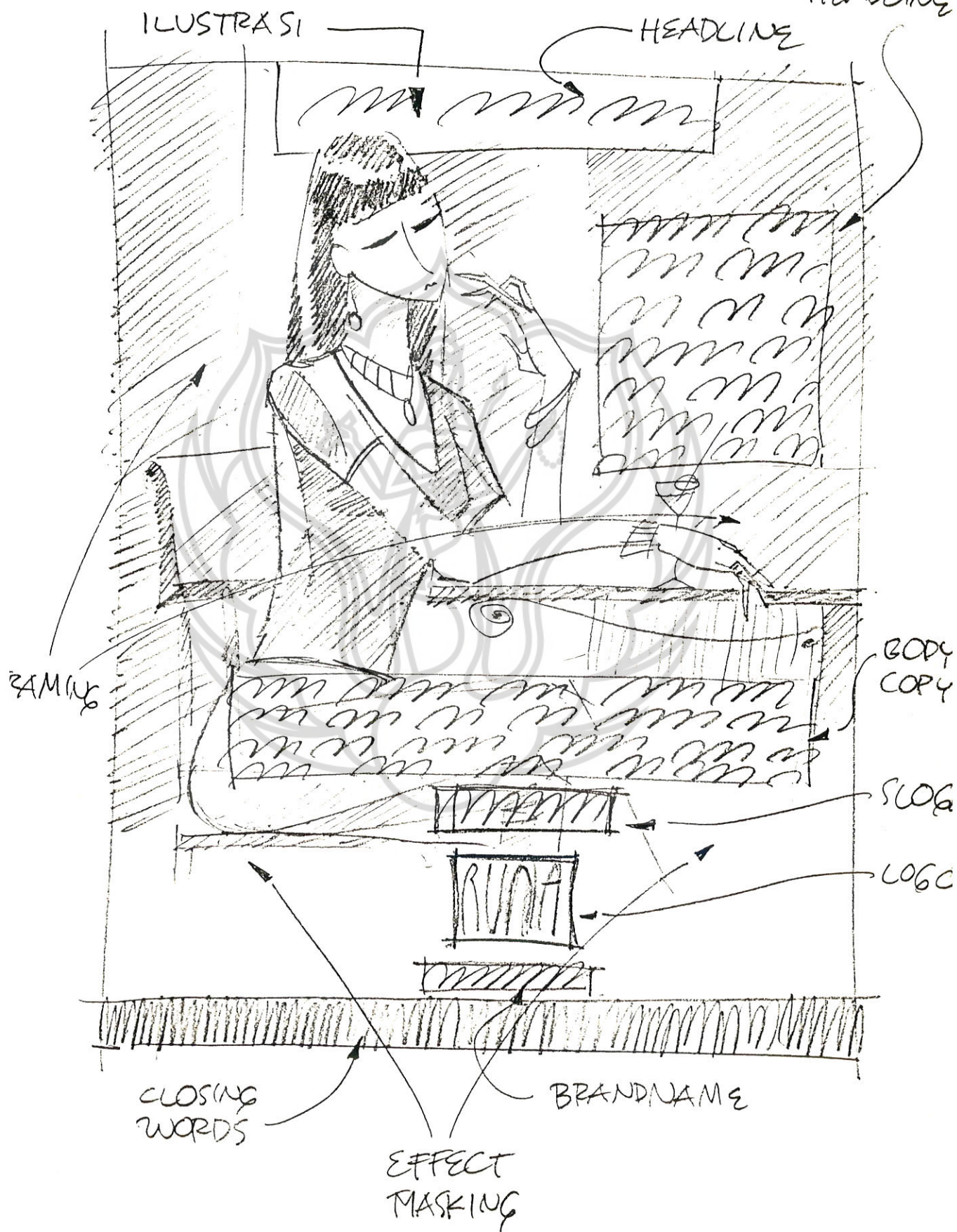


Alternatif Lay Out Majalah 2

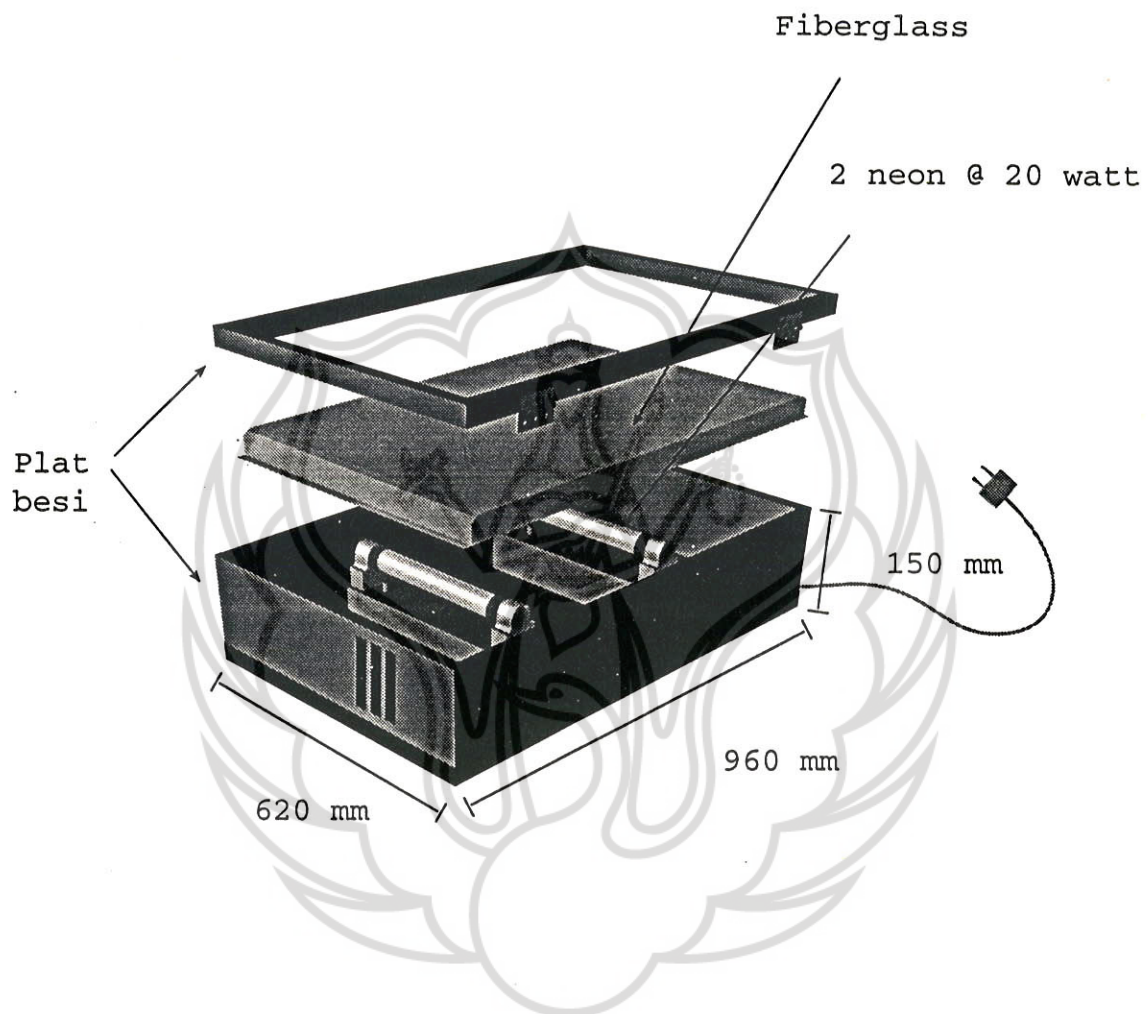


Final Lay Out Majalah 2

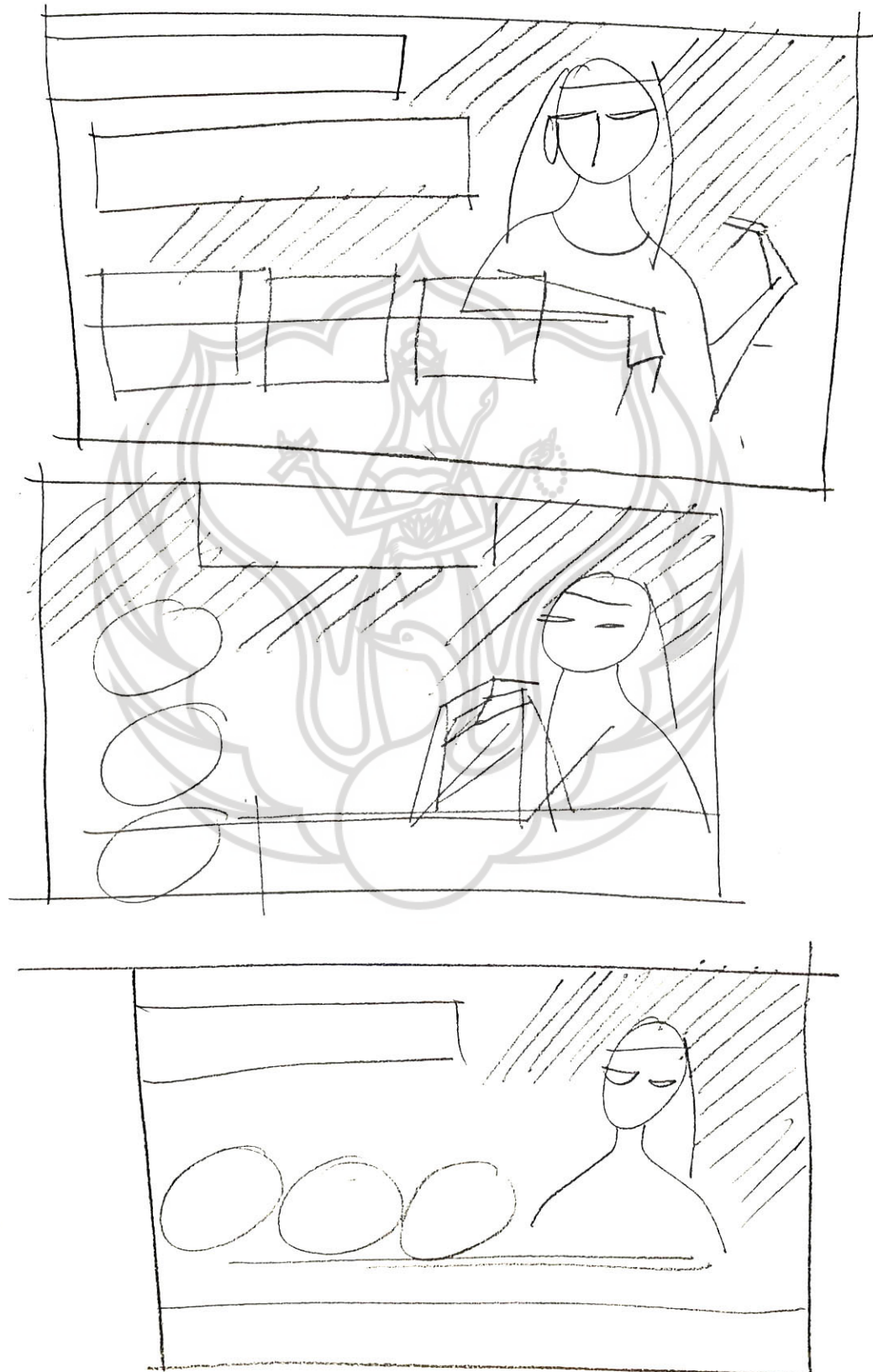
(?) SOB
HEADLINE



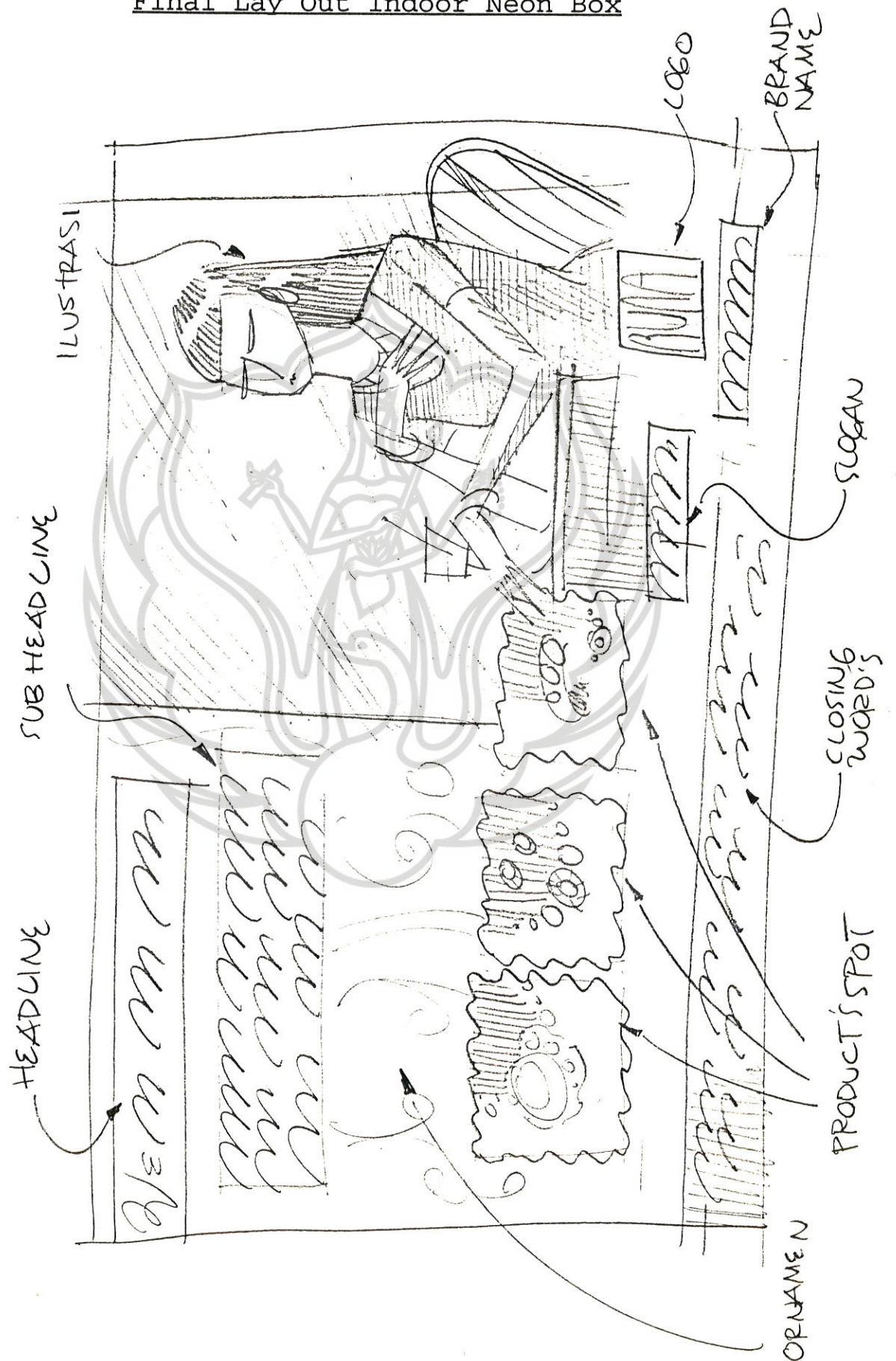
Data Teknis Indoor Neon Box
Dimensi Ukuran, 960x620x150 mm



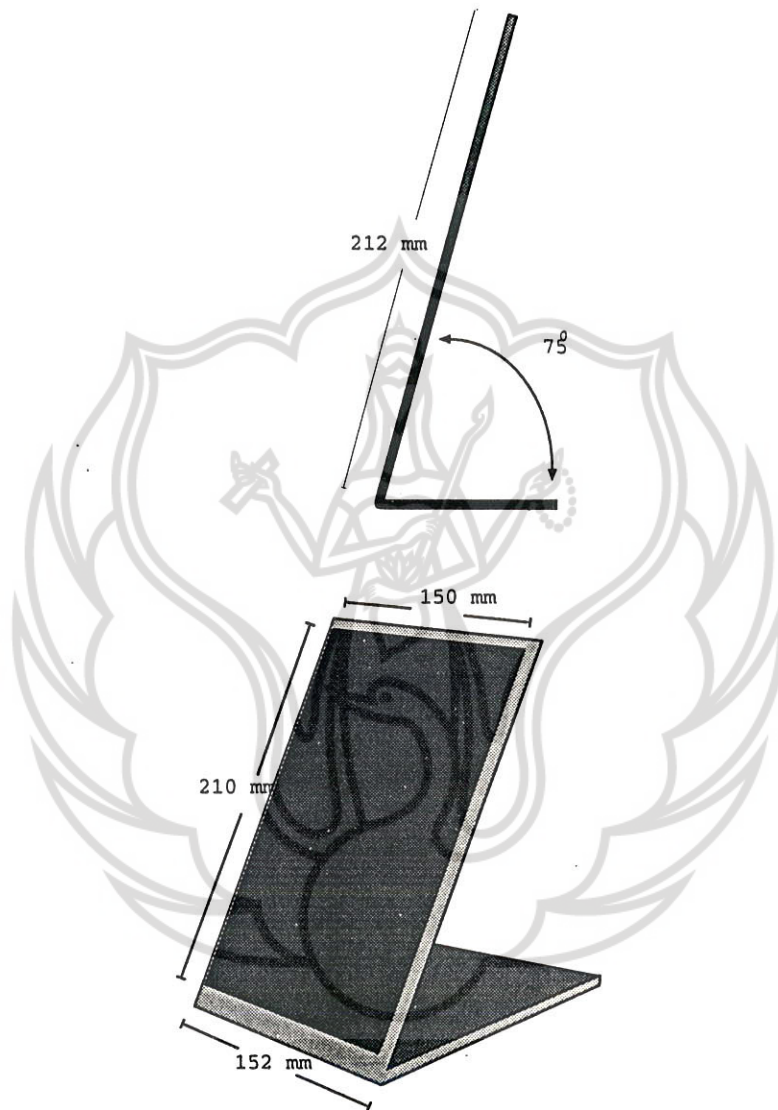
Alternatif Lay Out Indoor Neon Box



Final Lay Out Indoor Neon Box

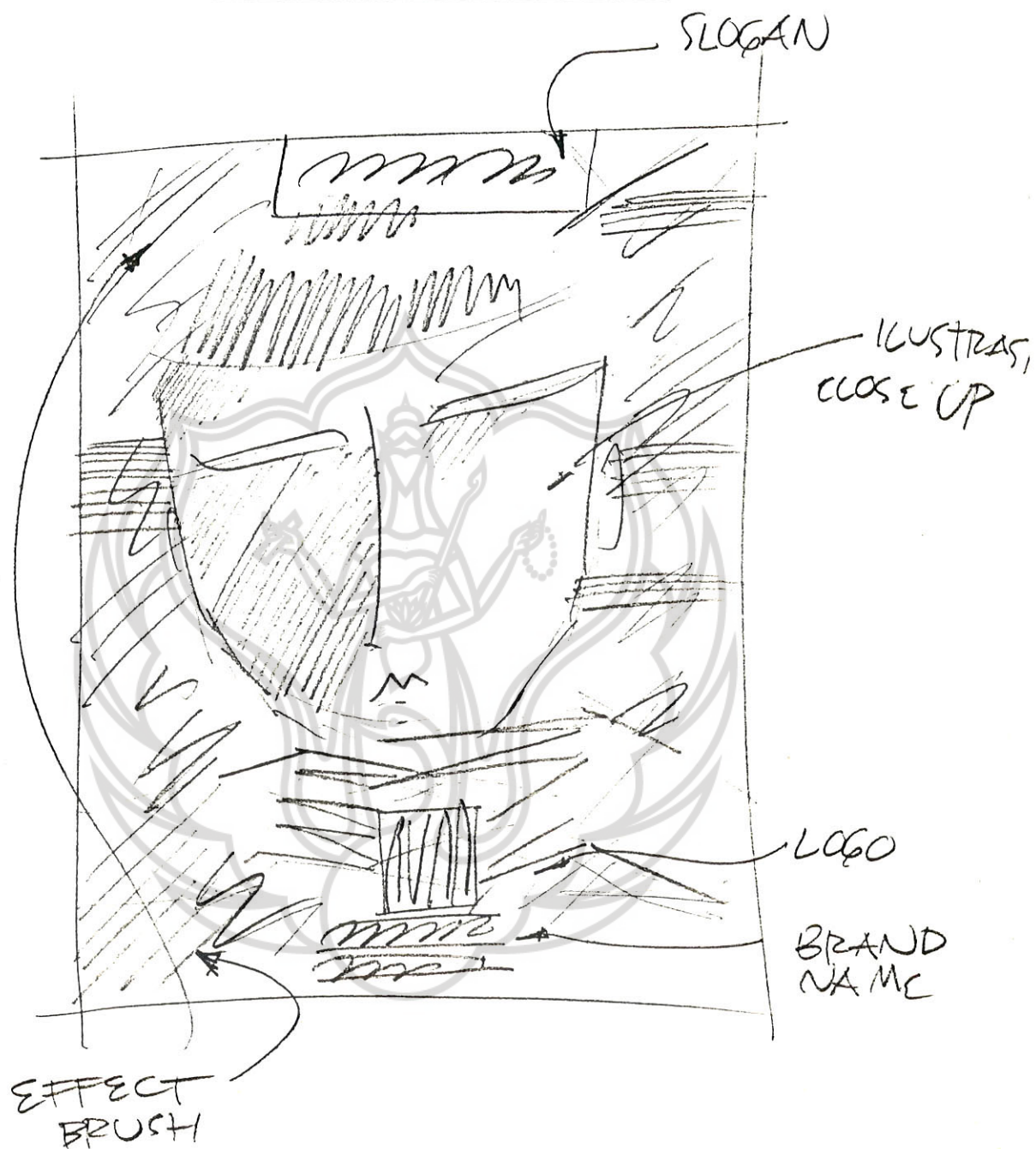


Data Teknis Shelf Talker

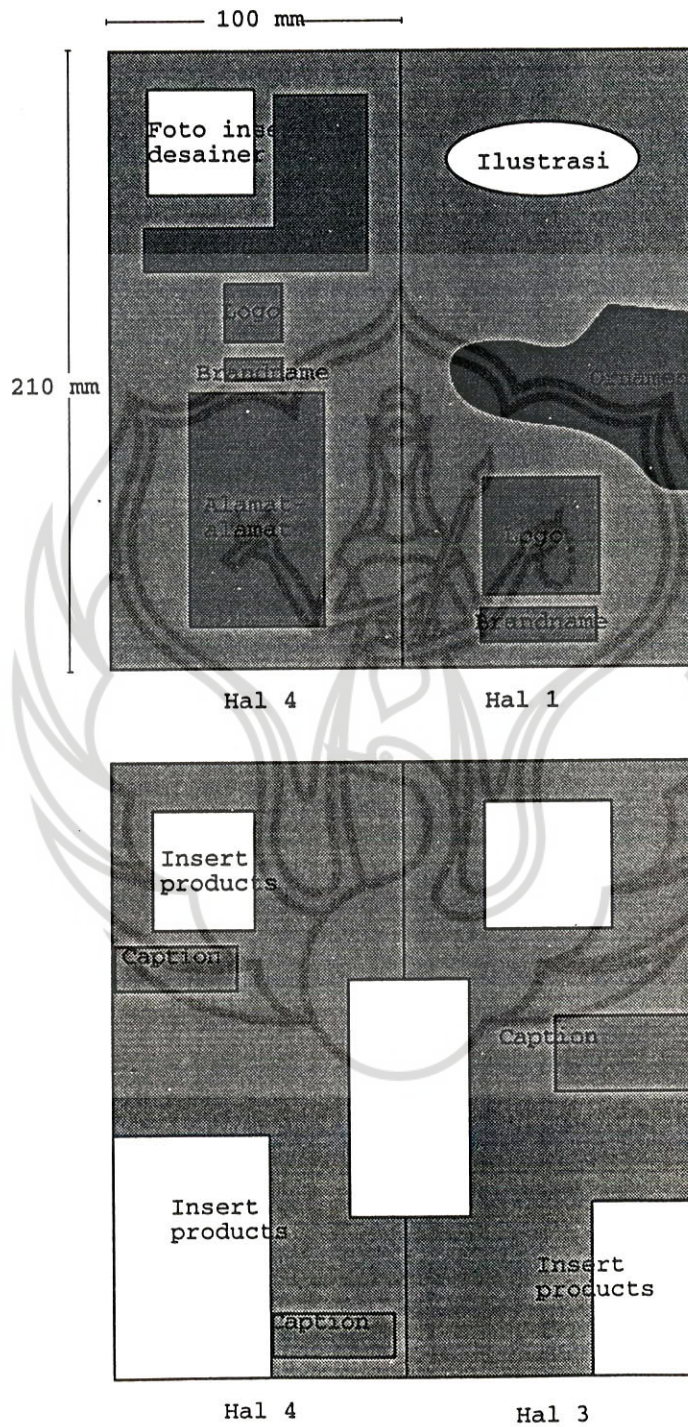


Alternatif Lay Out Shelf Talker

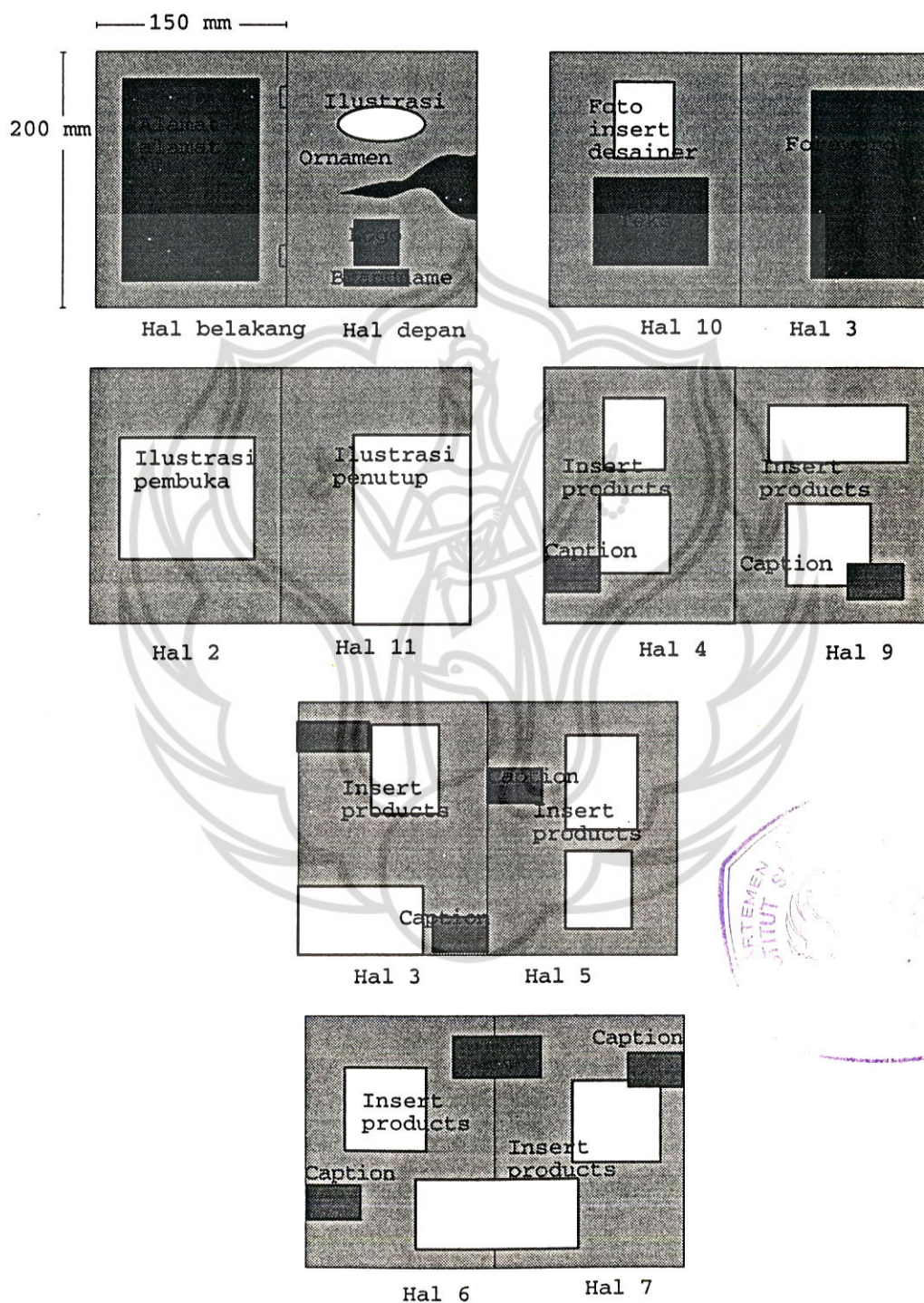


Final Lay Out Shelf Talker

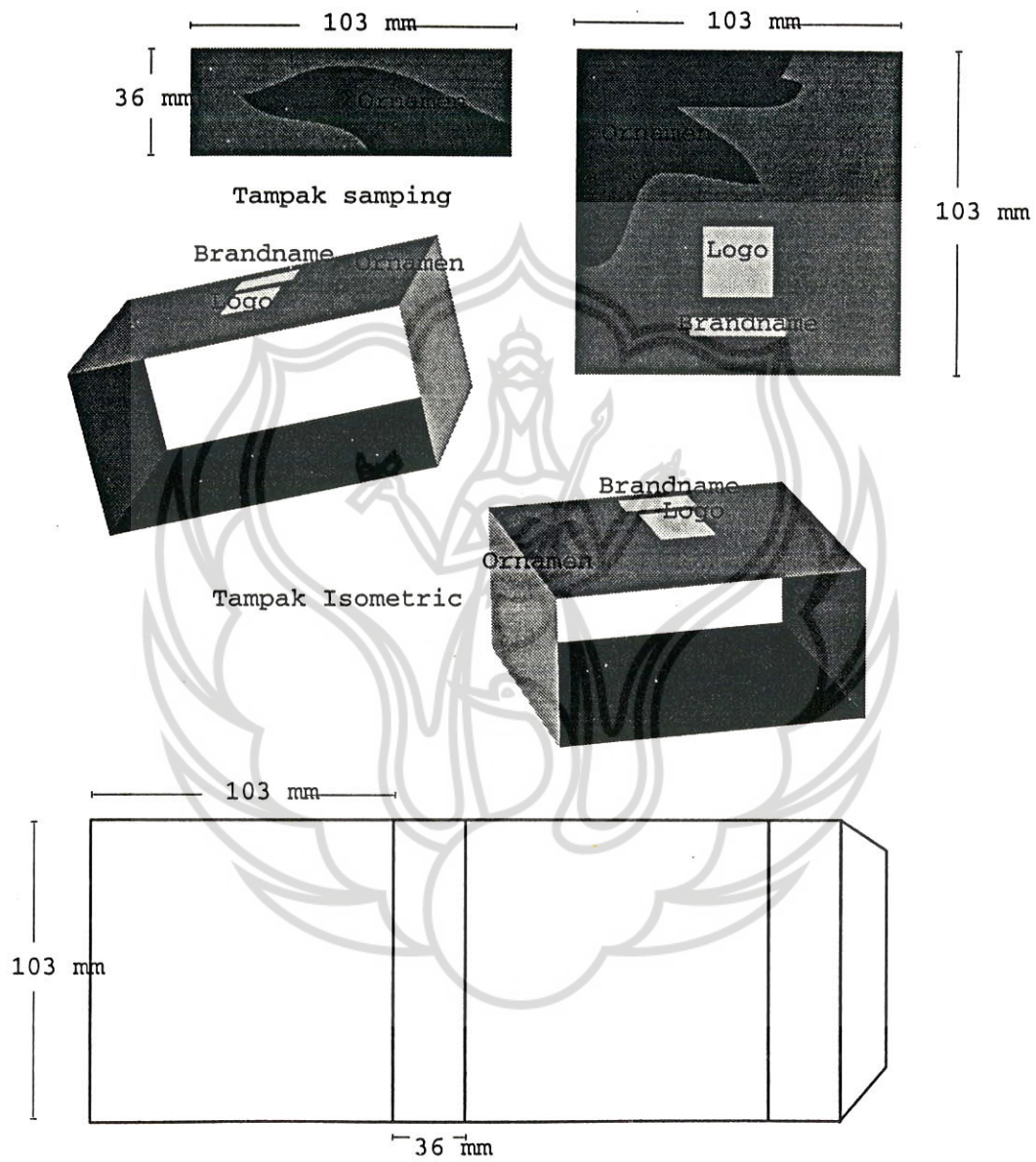
Komposisi Lay Out Folder
Ukuran 100x210 mm



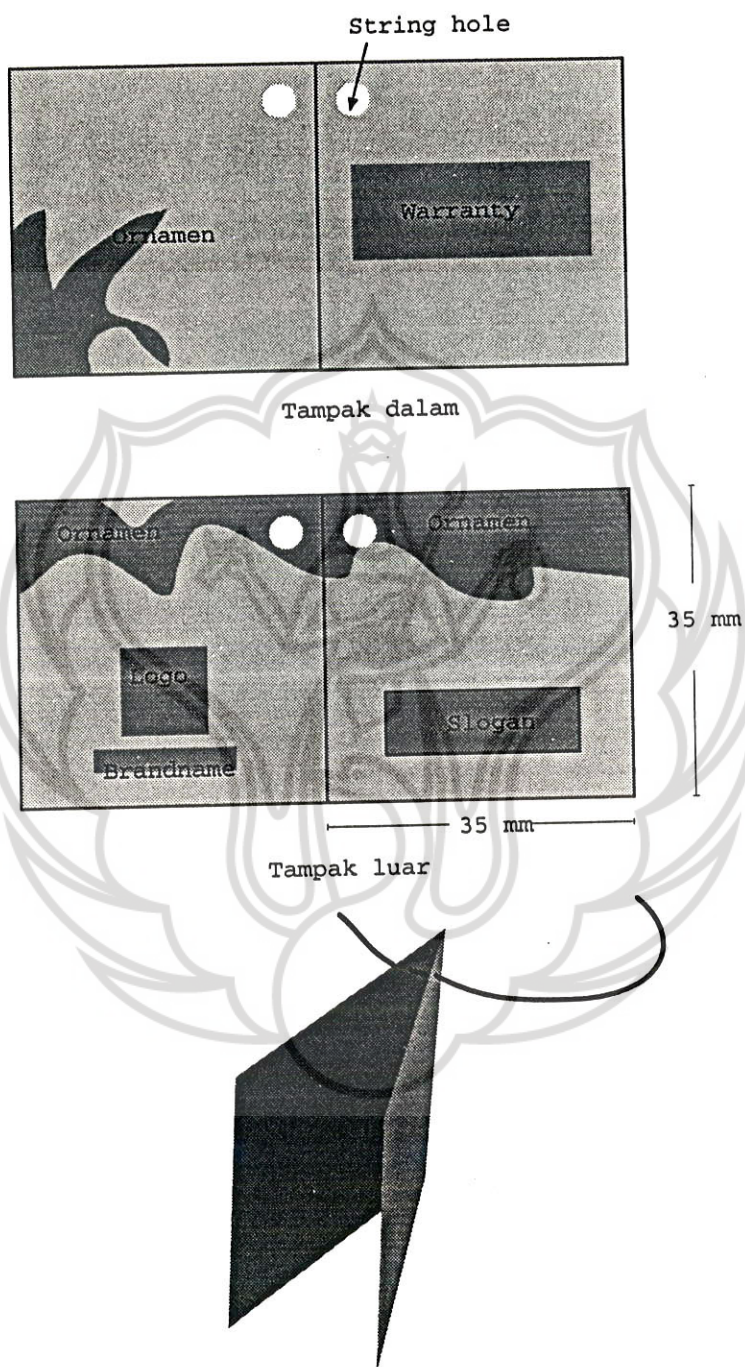
Komposisi Lay Out Brosur
Ukuran @ 150x200 mm



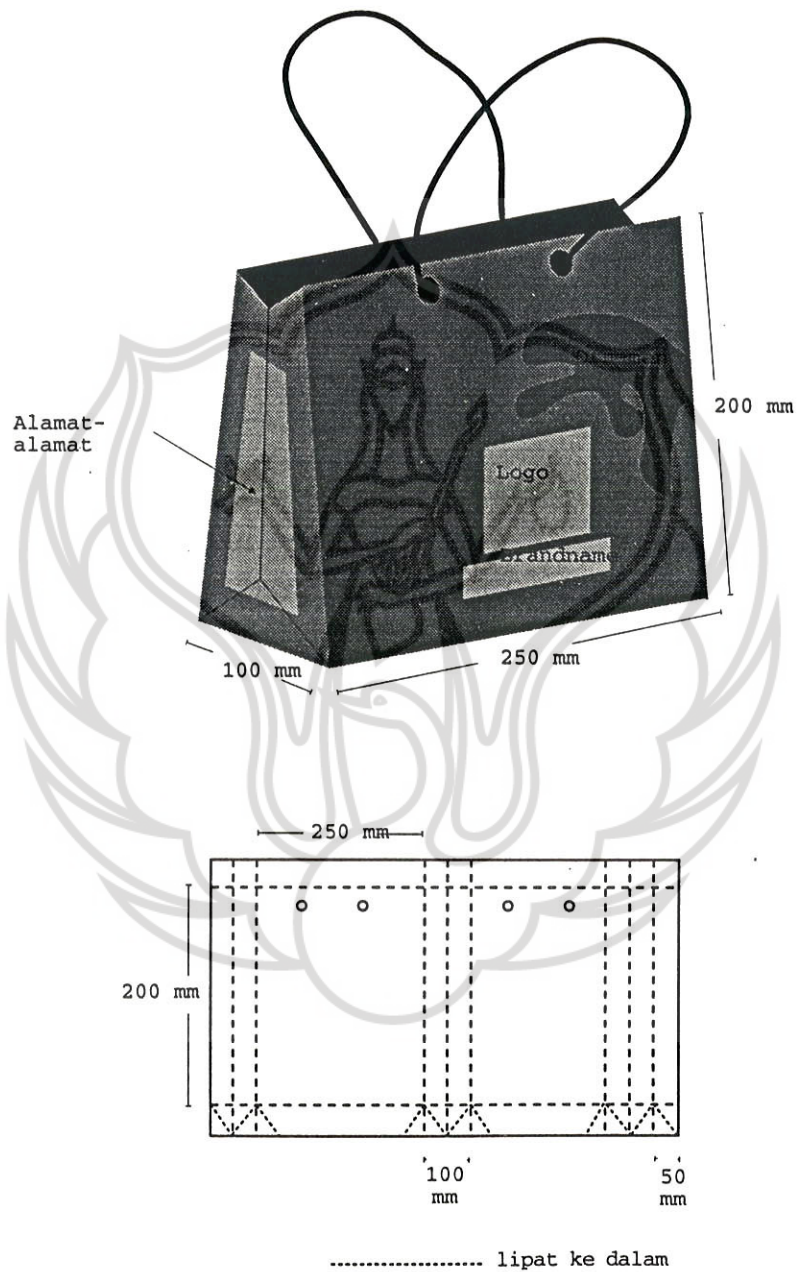
Data Teknis & Lay Out Packaging
Dimensi Ukuran 36x103x103 mm



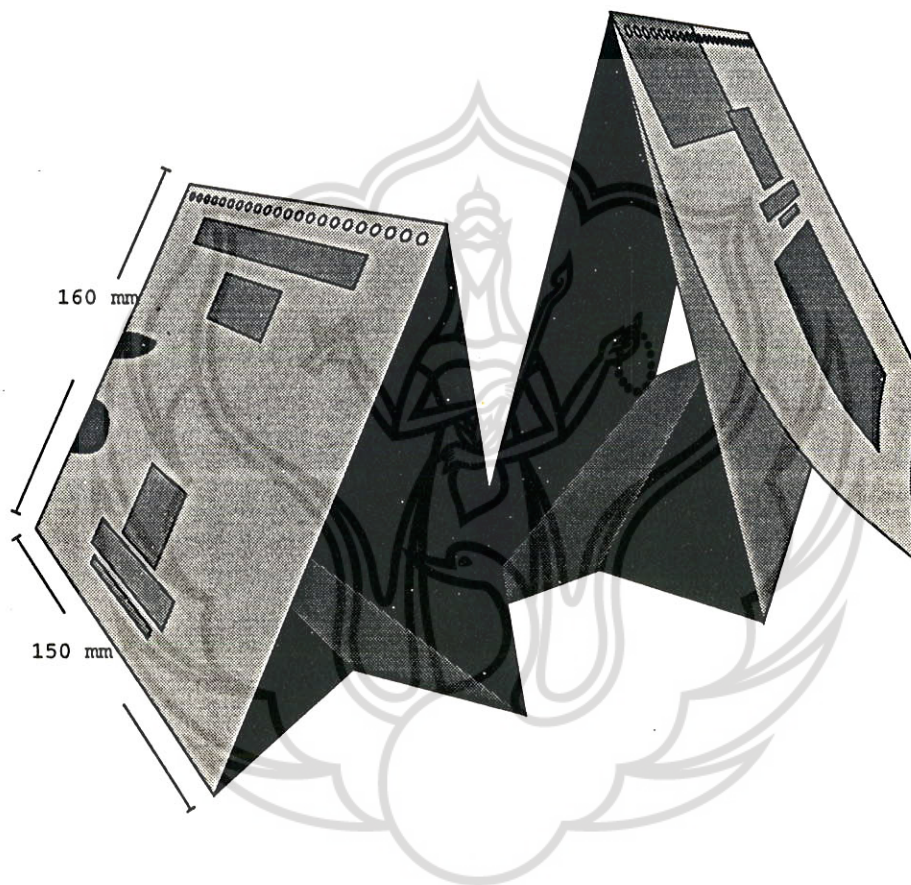
Data Teknis & Lay Out Hanging Brand tag
Ukuran 35x35 mm



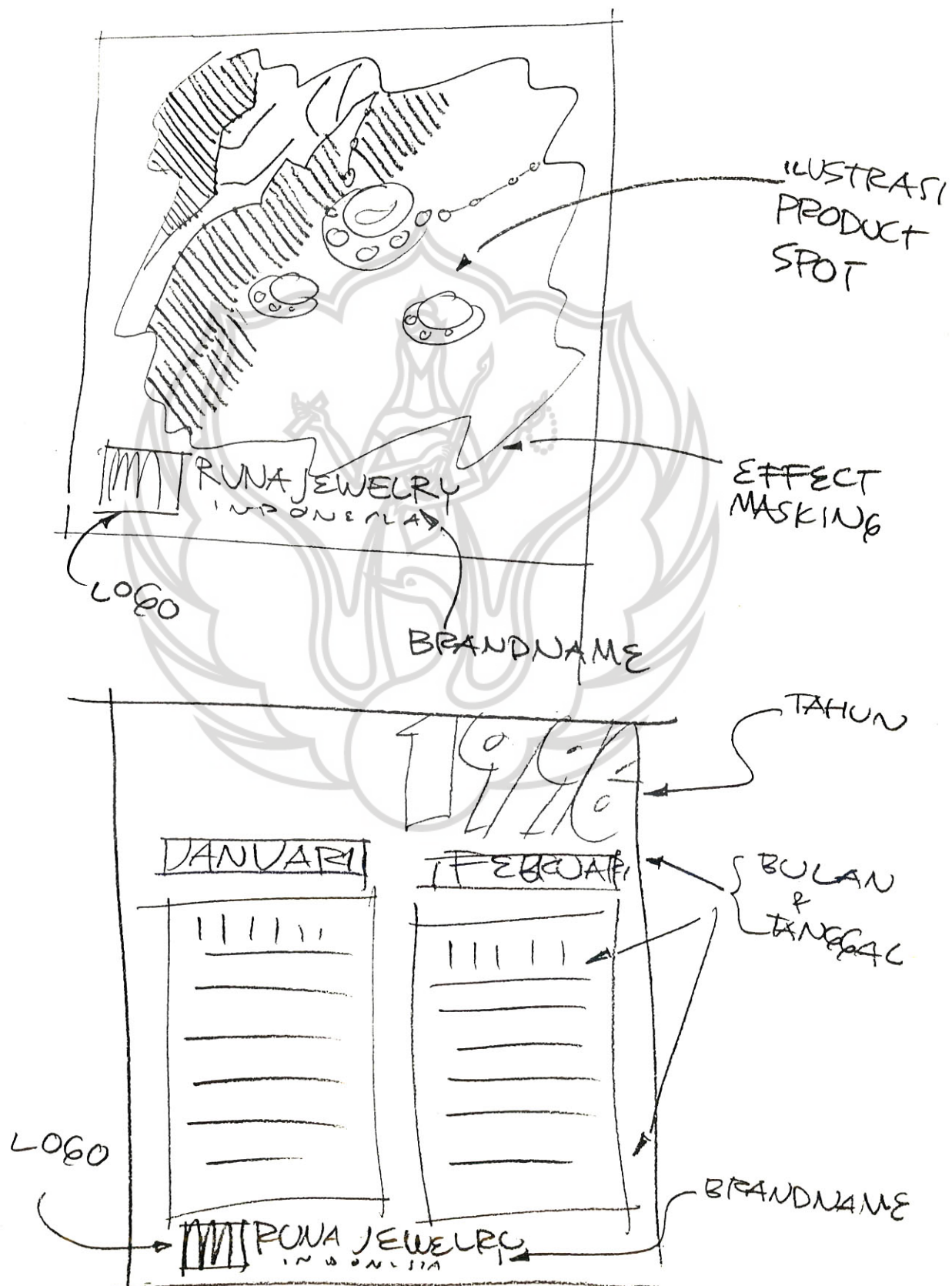
Data Teknis & Lay Out Shopping Bag
Dimensi Ukuran 250x100x200 mm



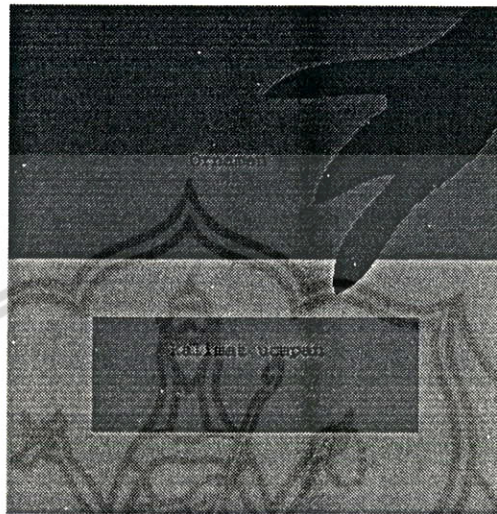
Data Teknis Desktop Calendar
Ukuran 150x160 mm



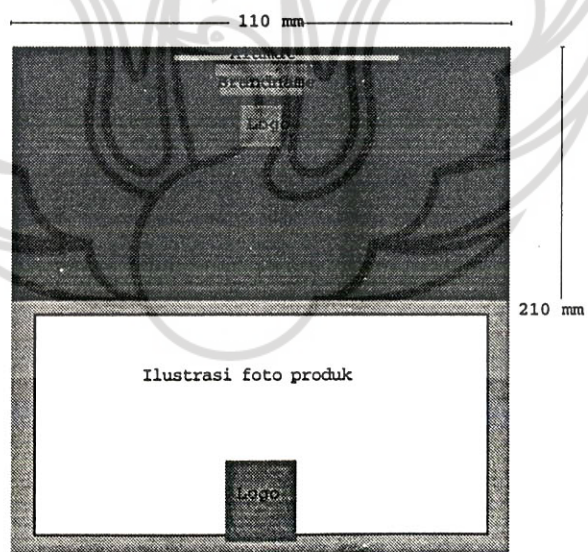
Final Lay Out Calendar



Komposisi Lay Out Greeting Card
Ukuran 110x210 mm



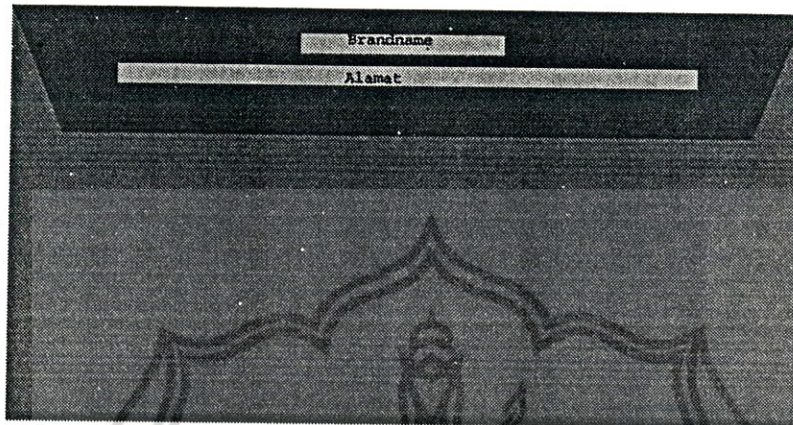
Tampak dalam



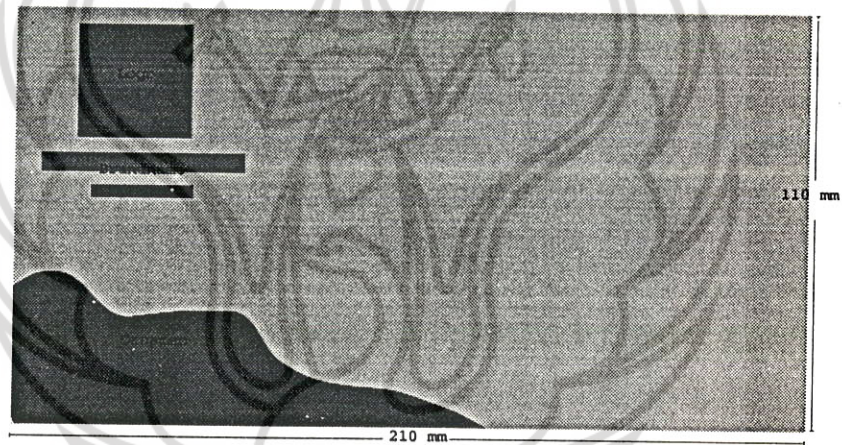
Tampak luar

Komposisi Lay Out Amplop
Ukuran 110x210 mm

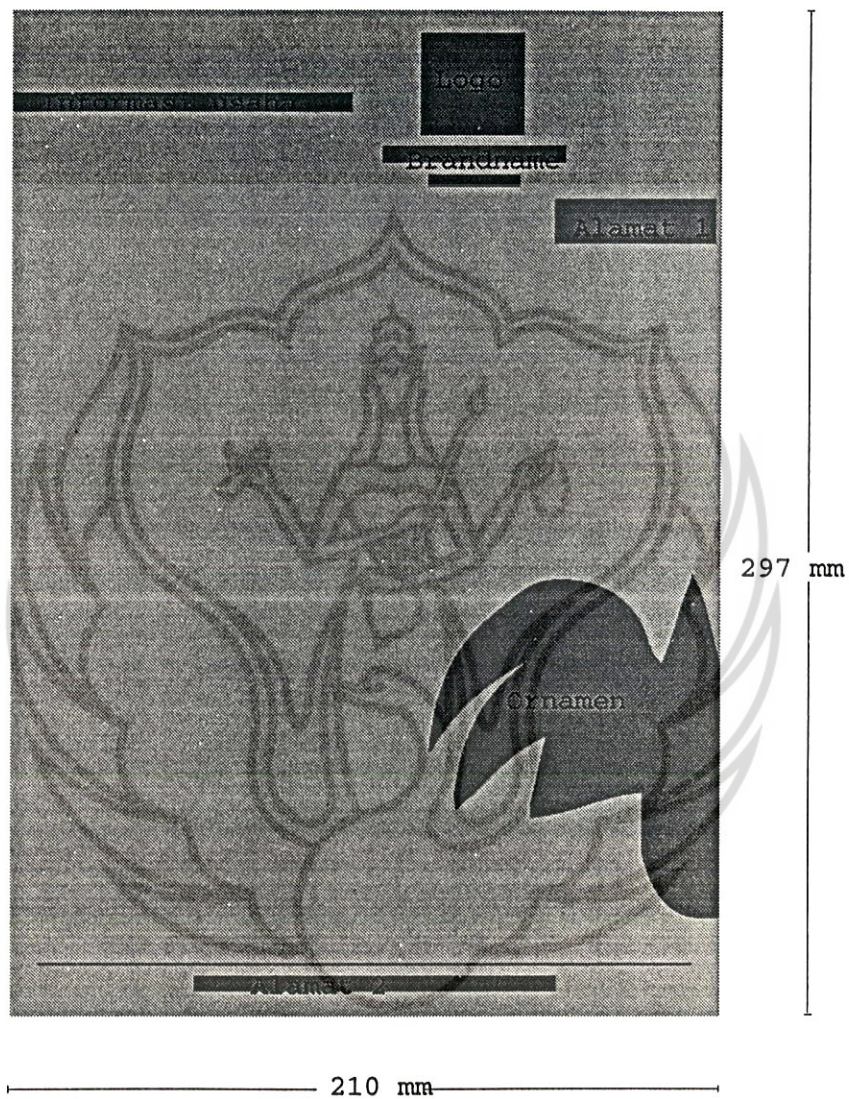
Tampak belakang



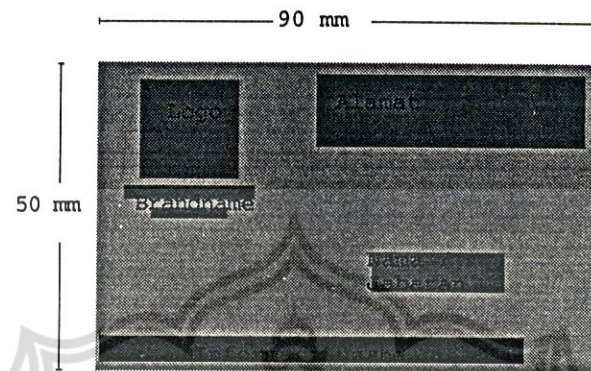
Tampak depan



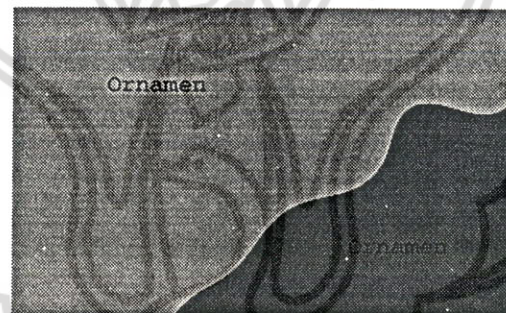
Komposisi Lay Out Letter head
Ukuran A4, 210x297 mm



Komposisi Lay Out Business Card
Ukuran 90x50 mmm



Tampak depan



Tampak belakang

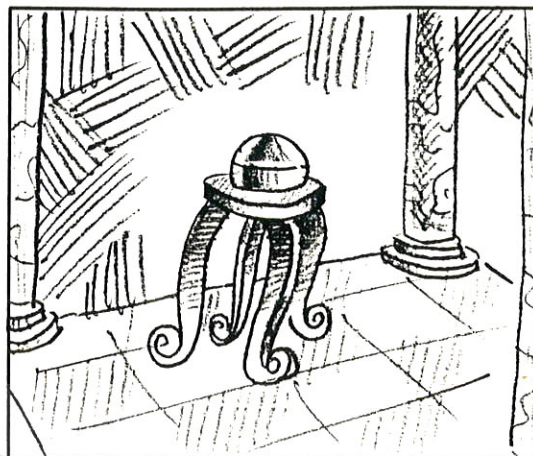
Storyboard Animasi

TITLE : A GIFT OF ELEGANCE
CLIENT : RUNA JEWELRY
DURATION : 15"
DATE : 26 JUNI 1995

Scene 1

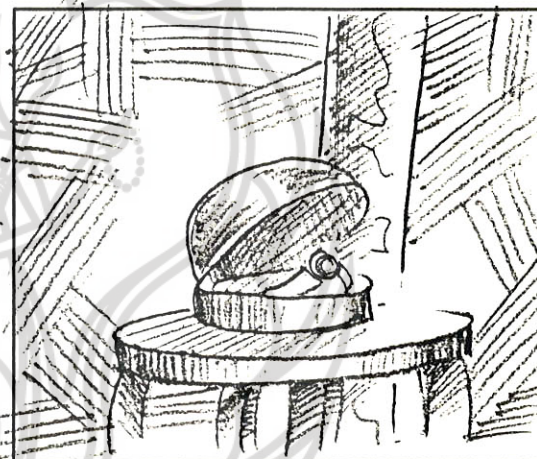
Note:

- BIDANG 3 & 4 PILAR
- MEJA ANTIK
- SBH CONTAINER
- * CAMERA PAN AROUND FOCUS ON THE TABLE
- * LENS NORMAL

Scene 2

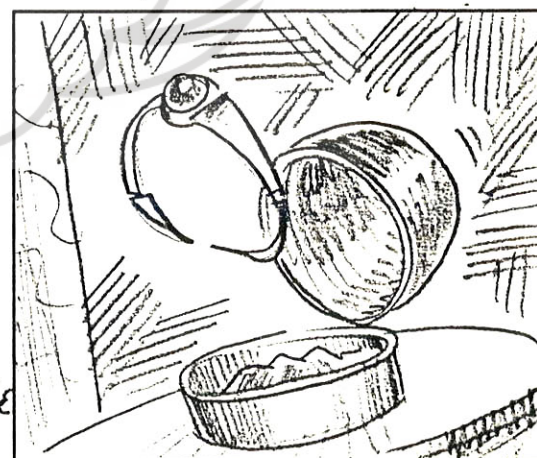
Note:

- CONTAINER TERBUKA
- KALUNG KELUAR DARI CONTAINER
- * ZOOM IN
- * SPOT LIGHT FADE IN

Scene 3

Note:

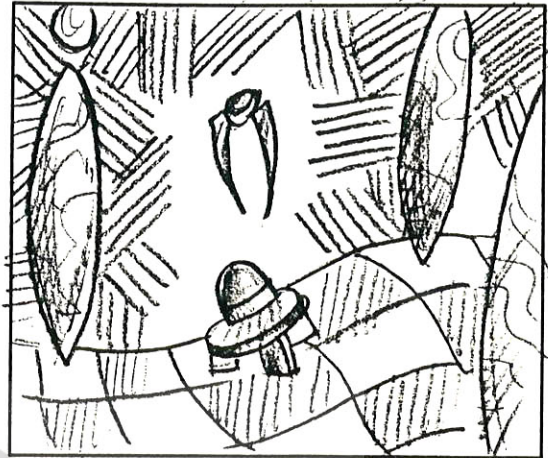
- KALUNG MEAYANG KE ATAS (SPACE)
- CONTAINER TERTUTUP KEMBALI
- * ZOOM IN
- * LENS WIDE ANGLE
- * CAMERA STILL PAN AROUND



Scene 4

Note:

- KALUNG TERUS MELAYANG
- LANTAI MENGELOMBANG
- PILAR²¹ MORPHING
- * CAMERA PAN AROUND
- * ZOOM OUT
- * LENS WIDE ANGLE

Scene 5

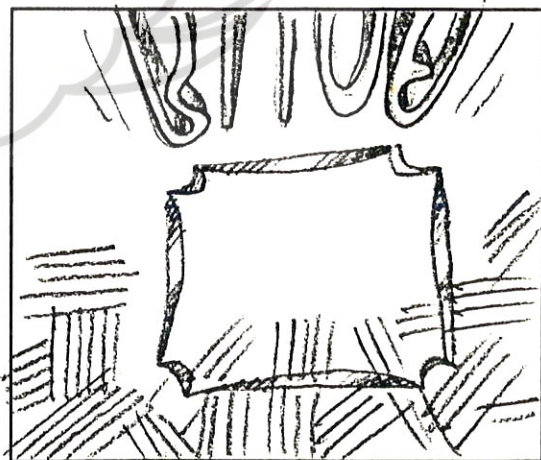
Note:

- SEBAGIAN MEMISAHKAN DIRI
- SEBAGIAN MORPHING MENJADI FRAME
- * LENS : NORMAL

Scene 6

Note:

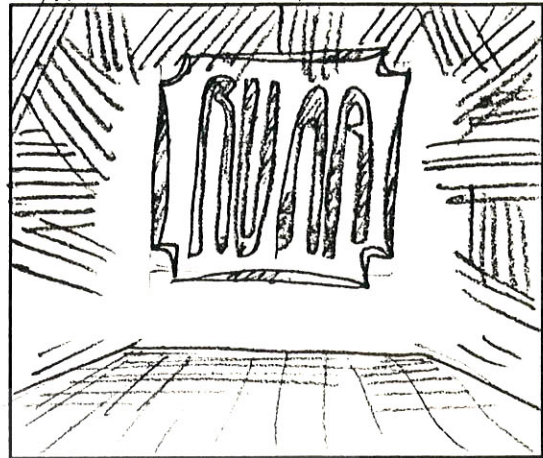
- TEKS LOGO RUNA
- FRAME IN



Scene 7

Note:

- TEKS BRANDNAME
RUMA JEWELRY
FRAME IN
EXTRUDING

Scene 8

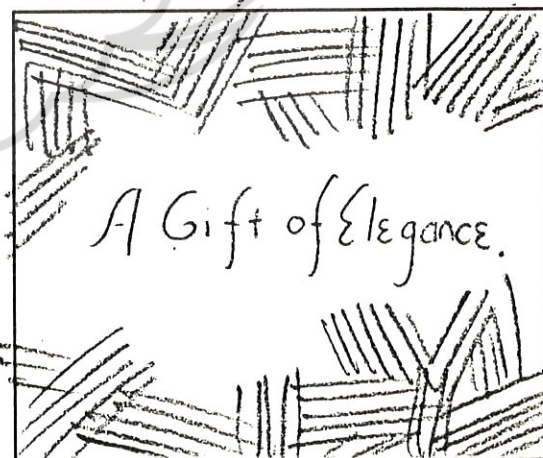
Note:

- PAUSE
- FADE OUT

Scene 9

Note:

- ENDING
- TEKS 'A GIFT
OF ELEGANCE
FADE IN &
FADE OUT





1. Program Penayangan			Time Schedule												Keterangan	
No.	Jenis Media	Media Mix	1995		1996											
			Nov	Des	Jan	Feb	Mar	Apr	Mei	Jun	Jul	Agt	Sep	Okt		
1	Majalah 1	Media Utama	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2	Majalah 2		*	*	*	*	*	*	*	*	*	*	*	*	*	*
3	In-door Neon Box		*	*	*	*	*	*	*	*	*	*	*	*	*	*
4	Folder		*	*	*	*	*	*	*	*	*	*	*	*	*	*
5	Brosur		*	*	*	*	*	*	*	*	*	*	*	*	*	*
6	Audio Visual		*	*	*	*	*	*	*	*	*	*	*	*	*	*
7	POP (Shelf Talker)	Media Penunjang Utama	*	*	*	*	*	*	*	*	*	*	*	*	*	*
8	Packaging		*	*	*	*	*	*	*	*	*	*	*	*	*	*
9	Hanging Brand Tag		*	*	*	*	*	*	*	*	*	*	*	*	*	*
10	Shopping Bag		*	*	*	*	*	*	*	*	*	*	*	*	*	*
11	Calendar	Media Penunjang	*	*	*	*	*	*	*	*	*	*	*	*	*	*
12	Greeting Card		*	*	*	*	*	*	*	*	*	*	*	*	*	*
13	Envelope		*	*	*	*	*	*	*	*	*	*	*	*	*	*
14	Letterhead		*	*	*	*	*	*	*	*	*	*	*	*	*	*
15	Business Card		*	*	*	*	*	*	*	*	*	*	*	*	*	*

2. Biaya

No.	Jenis Media	Jumlah	Harga @	Biaya
1	Majalah 1	12 *	Rp. 3.500.000,-	Rp. 42.000.000,-
2	Majalah 2	12 *	Rp. 4.000.000,-	Rp. 48.000.000,-
3	In-door Neon Box	2 bh**	Rp. 350.000,-	Rp. 700.000,-
4	Folder	5.000 eks	Rp. 1500,-	Rp. 7.500.000,-
5	Brosur	2000 eks	Rp. 2500,-	Rp. 5.000.000,-
6	Audio Visual	1***	Rp.5.000.000,-	Rp. 5.000.000,-
7	POP (Shelf	15 bh	Rp. 15.000,-	Rp. 75.000,-
8	Talker)	5000 bh	Rp. 450,-	Rp. 2.250.000,-
9	Packaging	5000 bh	Rp. 150,-	Rp. 750.000,-
10	Hanging Brand Tag	1000 bh	Rp. 800,-	Rp. 800.000,-
11	Shopping Bag	600 eks	Rp. 1.500,-	Rp. 900.000,-
12	Calendar	1000 eks	Rp. 250,-	Rp. 250.000,-
13	Greeting Card	5000 eks	Rp. 150,-	Rp. 75.000,-
14	Envelope	5000 eks	Rp. 150,-	Rp. 75.000,-
15		3 pak	Rp. 15.000,-	Rp. 45.000,-

Rp. 113.420.000,-

** Rp. 10.000.000,-

*** Rp. 18.000.000,-

Jumlah: Rp. 141.420.000,-

* Jumlah penayangan

** Harga sewa kontrak 1 tahun = Rp. 10.000.000,- + Tax

*** Harga sewa kontrak 1 tahun = Rp. 18.000.000,- + Tax

No.	Media	Dimensi Ukuran	Bahan	Warna	Teknik Penayjian
1	Iklan Majalah1	21.0 x 29.7 cm	Special Paper	Full Colour	Print out
2	Iklan Majalah 2	21.0 x 29.7 cm	Special Paper	Full Colour	Print out
3	In-door Neon Box	skala kecil	Special Paper	Full Colour	Print out
4	Folder	10.0 x 21.0 cm*	Special Paper	Full Colour	Print out
5	Brosur	15.0 x 20.0 cm*	Special Paper	Full Colour	Print out
6	Audio Visual/Still Ad	480 x 640 dpi	VHS Format	256 Colour	Video
7	Point Of Purchase	21.0 x 15.0 cm	Special Paper	Full Colour	Print out
8	Packaging	**	Special Paper	3 Colour	Print out
9	Hanging Brand Tag	3.5 x 3.5 cm	Special Paper	2 Colour	Print out
10	Shopping Bag	**	Special Paper	4 Colour	Print out
11	Calendar	15.0 x 16.0 cm	Special Paper	Full Colour	Print out
12	Greeting Card	20.5 x 21.0 cm	Special Paper	Full Colour	Print out
13	Amplop	21.0 x 11.0cm	Special Paper	3 Colour	Print out
14	Letterhead	21.0 x 29.7 cm	Special Paper	3 Colour	Print out
15	Business Card	9.0 x 5.5 cm	Special Paper	3 Colour	Print out

* Ukuran dalam 1 halaman

** Ukuran dalam bentuk 3 dimensi

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1. Astrid S. Susanto, Komunikasi Dalam Teori dan Praktek I, Bandung: Bina Cipta, 1977.
2. Basu Swasta, Azas-asaz Marketing, Yogyakarta: Liberty, 1984.
3. James Stockton, Designer's Guide to Color 3 & 4, San Fransisco: Chronicles Books, 1984.
4. John R. Rossiter & Larry Percy, Advertising and Promotion Management, Singapore: McGraw-Hill Book Company, 1987.
5. Leonard Koren / R. Wippo Meckler, Graphic Design cook-book, San Fransisco: Chronicles Books, 1989.
6. Soehardi Sigit, Marketing Praktis, Yogyakarta: Liberty, 1987.
7. Susan Rogers, Power And Gold "Jewelry from Indonesia, Malaysia, and the Philippines", Geneva: Barbier-Muller Museum, 1985.
8. W.J.S. Poerwadarminta, Kamus Umum Inggris Indonesia, SAM Gastro, 1972.