



Design of Photo Catalog with Modern Minimalist Concept in Aiueos Studio Using Coreldraw X7

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ABSTRACT

The objective of this research is to examine the significance of increasing capital in Small and Medium Enterprises development regional economy in the Asahan Regency. The method stages to be used in this research are the research flow chart, data collection, literature study, problem identification, preprocessing, data analysis used is multiple linear regression, normality test, classical assumption test, statistical tests or the coefficient of determination (R²), statistical F test, and statistical t-test), results of data analysis, final evaluation, research approach, location and time of research, and tools and materials. The independent effect on the dependent variable. From the results of statistical calculations that have been done, it can be seen that the F count > F table. Namely F count is 6.20 while the F table is 3.191. Thus, H₀ is rejected and the variables of capital and tax have an effect simultaneously and positive for the regional economy.

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1. Introduction

AIUEOS Photo Studio is a photography and videography service company founded by a married couple Habibie Ahmad Akbar and Lely Solehati who have one daughter. They started with Photo Studio BQ PICTURES in the middle of 2014. In 2016 they got the fortune of 5 twins with the initial AIUEO and then changed their name to Photo Studio AIUEOS.

AIUEOS Photo Studio previously had promotional media in the form of social media and brochures. But it did not yet have promotional media in the form of a catalog. That is, a price list book that contained product types, and prices. That included all photo services owned by AIUEOS photo studios. make observations to the AIUEOS photo studio, there the author sees some information on AIUEOS photo studio services through a brochure. such as graduation package photo services, newborn package photo services, baby photo services, personal photo services, family photo services, group photo services, couple photo services, indoor prewedding photo services, and price lists of photo prints.

Actually not only photo services that are owned by AIUEOS photo studios, there are many more services provided by AIUEOS photo studios but they are not in brochures and are not published on the information desk. So consumers who come to Photo Studio AIUEOS don't really know much about what photo services AIUEOS Photo Studio has because the photo service information from the brochure is incomplete.

Therefore, the author is interested in promoting promotional media in the form of a catalog so that it can help introduce to consumers that AIUEOS photo studio is not only a photo service, but there are also other services, such as make up services (which include graduation make up, fiance make up, indoor makeup upholstery, outdoor prewedding makeup, wedding make up package 1, wedding make up package 2), wedding photo services or prewedding photos, wedding package services, camera rental, flash, camera lens and kebaya rental, and dress.

Catalogs can make it easier for consumers to choose what photo services you want to choose. So that AIUEOS Photo Studio can be better known by all the services it provides. Because previously consumers did not know



much about any photo services provided at the AIUEOS Photo Studio. So Photo Studio AIUEOS needed promotional media in the form of catalogs, because it was more interesting and innovative than the previous promotional media, which aimed to improve the quality of the Photo Studio AIUEOS promotional media. better.

Based on the above problem, the writer is interested in wanting to create a promotional media in the form of a catalog, so that he can provide information about all the photo services provided and the price details and make it easier for consumers to choose what photo services they want.

2. Theoretical Basis

a. Definition of Design

According to the Big Indonesian Dictionary, the definition of design is the process, way, making design, designing, that is arranging everything before acting, doing, or planning. In English, design is one of the meanings in design, it can be explained the meaning of the word design is the science associated with a planning or design. Usually in the form of images that will be realized in actual form. (https://abstrak.ta.uns.ac.id/wisuda/upload/C0709022_bab2.pdf)

b. Media Print

media is media that is printed on sheets of paper. This media was first discovered in 1455 by Johannes Gutenberg. At the beginning of its emergence, the media used was still in the form of leaves or clay. Until now the development of print media is increasingly advanced, both in terms of media, forms, as well as technical, and printing equipment.

c. Promotion

Promotion is part of the marketing mix that plays a big role. We can find many views expressed in various terms of promotion.

d. Graphic design

Graphic design comes from two words, namely design that means "design", and graphic that means "picture". That is, design of images that aim to convey information or messages (communicate). So, graphic design is designing communication with pictures. Graphic design in view of communication science is a method of conveying visual messages in the form of text and images from the communicator to the communicant.

e. Color

Color is the most important element in design, because with color, a design work will have added value or value. The beauty of a color is meaningless if it is present alone without the presence of other colors around it, because the colors will influence each other. Meanwhile, according to Mita Purbasari, color is an effective communication tool to express messages, ideas, about colors, both in the form of harmony, views, patterns, and their origins, becoming a very important part for the knowledge of artists, architects and designers in their work.

f. Typography

Typography or typography according to Roy Brewer (1971) can have a broad understanding which includes the arrangement and pattern of pages, or each printed item. Or in a more narrow sense only includes the selection, arrangement, and various matters relating to the arrangement of lines - typeset, do not include illustrations and other elements, or arrangement of letters on the printed page.

g. Layout

Layout in language has a layout meaning. While according to the term, layout is an attempt to arrange, arrange, or integrate elements or elements of graphic communication (text, pictures, tables, etc.) to make visual communication communicative, aesthetic and interesting.

3. Analysis and Design

3.1. Research Objects

a. AIUEOS Photo Studio

AIUEOS Photo Studio is a photography and videography service company founded by a married couple Habibie Ahmad Akbar and Lely Solehati who have one daughter. They started with BQ PICTURES Photo Studio in mid 2014. In 2016 they got the fortune of 5 twins with the initial AIUEO and then changed their name to AIUEOS Photo Studio.

Habibi Ahmad Akbar is a husband from Lely Solihati who has AIUEO and Shakira children. The father of six children has a photography hobby. From this hobby, Habibie Ahmad Akbar became a photographer. So

he opened the BQ Picture Studio. Then in 2016 it was changed to AIUEOS Studio. Begitupun with the mother of AIUEO and Shakira is a Makeup Artist in her own studio. They always devote moments and provide shooting packages. Habibie Ahmad Akbar also received services for newborn photography, baby photography and family photography.

3.2 Analysis of 5W + 1H

- a) What?
Catalog as a promotional medium and price information for photo, make up, and property rental services provided by AIUEOS photo studio.
- b) Who?
Consumer AIUEOS photo studio.
- c) When?
This promotion media is used for consumers who visit AIUEOS photo studio.
- d) Where?
Through the catalog at AIUEOS photo studio.
- e) Why?
With the catalog as a media campaign and information as well as facilitate consumers in choosing photo services, make up and rental properties provided by AIUEOS photo studio.
- f) How?
By designing a catalog, so that it can be able to produce clear information for consumers who come to the studio and be an attraction to use services in the AIUEOS photo studio. So consumers who come to the photo studio can find out all the services provided by the AIUEOS photo studio.

3.3 Creative Strategies

a. Visual Concepts

Displaying photos from aiueos studio for catalog design objects accompanied by an explanation and the prices of each service provided by aiueos studio, so that consumers understand the contents of the aiueos studio catalog. The following is a visual concept:

- a) Examples of the front cover and back catalog

Front Cover:

Display aiueos family at the top black because black color characterizes aiueos studio's favorite color, and displays some photo services such as newborn photos, family photos, outdoor prewedding photos, or group photos. In addition to black, the author also displays gray because gray means the future. And added titles at the bottom are arranged as attractive as possible but still neat.

Back cover:

displaying the aiueos studio logo and at the bottom are given some information in the form of a studio address, whatsapp number, email, and studio opening hours.

- b) The use of color in the chosen design, namely:
The author uses soft colors with contrast / monochromatic combination
 - Gray has a meaning for the future
 - The color purple has an elegant meaning, transformation
 - Blue has a meaning of calm, comfort, trust
 - Pink has a meaning of woman, romantic, love
- c) Typography
The author uses 2 fonts consisting of:
 - 1 font for the title uses the font "Great Vibes"
 - 1 font for the article uses the font "Helvetica"Great vibes used as a title
Helvetica is used as an article and can be used as a title as well.
- d) Visual Style
AIUEOS photo studio owner wants a visual style with a "minimalist" concept.

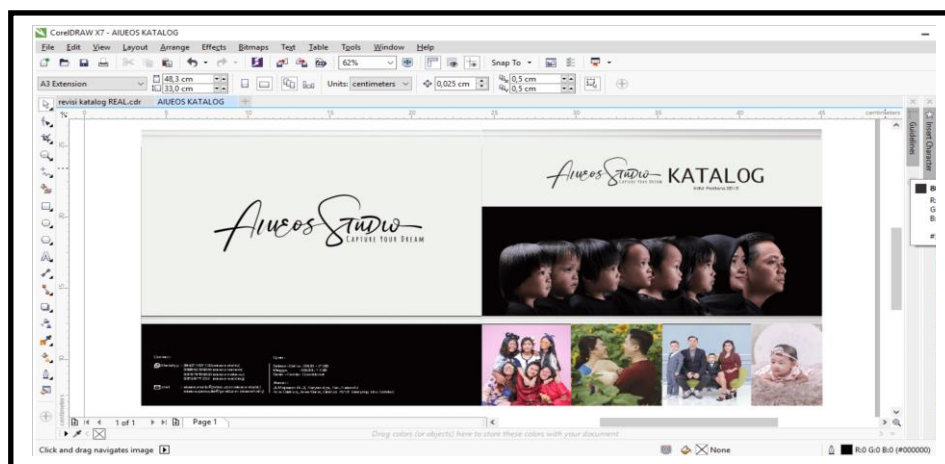
4. Implementation

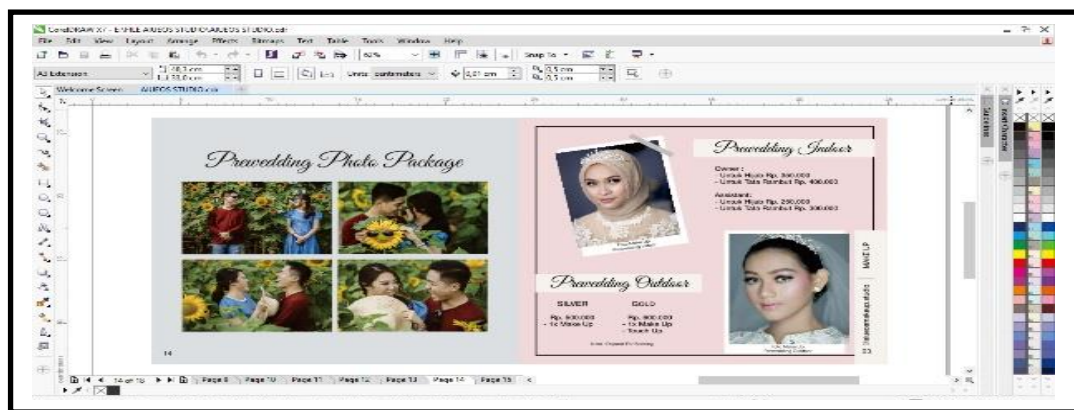
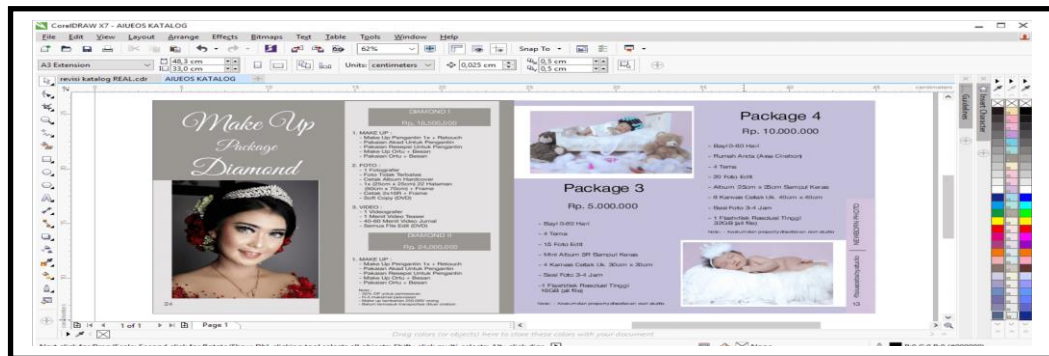
4.1. Production

After the pre-production stage is completed, the next stage in making this catalog is the production stage. At the production stage, several processes are carried out. The processes carried out include the following:

a. Digital Design Making

In this process the authors make a catalog design that is applied from the front cover back and contents of the catalog, the manufacturing process is as follows:





5. Conclusion

- Conclusion: the catalog that has been designed in a minimalist and modern way can provide information to consumers about all the services provided by Photo Studio AIUEOS as well.
- Suggestion: The AIUEOS Studio catalog can be developed more in the form of online catalogs.

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