

# DKV **Identitas Visual**

# Introduce

DOSEN PENGAMPU



**Sigit Yudi  
Prasetyo**

D2 - Telkom PDC Bandung

S1 - DKV UNPAS Bandung

S2 - Magister Desain ITB

Phone Number : 0823 7430 8772

[sigit\\_yudi\\_prasetyo@darmajaya.ac.id](mailto:sigit_yudi_prasetyo@darmajaya.ac.id)

# Rencana Pembelajaran

DKV Identitas Visual

Pertemuan

01

Pengantar kuliah & Identitas Visual

02

Definisi identitas visual dan penerapan + observasi

03

Prinsip Desain logo & review konsep perancangan

04

Brand Guidelines & Sketch logo alternatif

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# Rencana Pembelajaran

DKV Identitas Visual

Pertemuan

05

Alternatif logo pengembangan

06

Review & tahap perancangan design

07

Review logo opsi dan Concept

08

UTS

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# Rencana Pembelajaran

DKV Identitas Visual

Pertemuan

09

Teori Graphic Standard Manual ( GSM )

10

Teory Corporate Identity

11

Review Konsep & Corporate Identity

12

Review & Finalisasi desain

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# Rencana Pembelajaran

DKV Identitas Visual

Pertemuan

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Review identitas visual & Melanjutkan

14

Review Akhir (GSM)

15

Review Akhir Corporate Identity, Logo, GSM

16

UAS

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# Bobot Penilaian

DKV Identitas Visual

Nilai Tugas (NT)	=	<b>20%</b>
Ujian Tengah Semester (UTS)	=	<b>20%</b>
Nilai Ujian Akhir Semester (UAS)	=	<b>20%</b>
Bobot Etika (E)	=	<b>20%</b>
Presensi (P)	=	<b>20%</b>
<b>Nilai Akhir</b>	=	<b>20% NT + 20% UTS + 20% UAS + 20% E + 20% P</b>

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What is a **Visual Identity?**

A Brand's Visual Identity is a combination of graphic elements that represent and identify it, including its **logo, color palette, typography, imagery, and others design elements.**

-the branding journal

<https://creative.starbucks.com/theory/>

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