

# TIPOGRAFI DESAIN

PERTEMUAN 01

AKAN BELAJAR APA SAJA?

# MG 2-7

- **Stationary (pertemuan 2-4)**
  - Penjelasan Materi + Asistensi
  - Lanjutan Asistensi Sketsa
  
- **Buku Menu (pertemuan 5-7)**
  - Penjelasan Materi + Asistensi
  - Lanjutan Asistensi Sketsa

**Pertemuan 8 : UTS**

# MG 9-15

- **Typeface Aksara (pertemuan 9-12)**
  - Penjelasan Materi + Asistensi
  - Lanjutan Asistensi
  
- **Poster & Booklet (pertemuan 10-15)**
  - Penjelasan Materi + Asistensi
  - Lanjutan Asistensi

**Pertemuan 16 : UAS**



# Sistem Perkuliahan

Kelas besar untuk setiap penyampaian materi baru setiap hari **Senin pk 07.30 - 10.30**

**Asistensi akan diadakan setelah materi atau di hari asistensi** (Tergantung kesepakatan kelas)

Minimal asistensi **1 kali per minggu** (wajib, dihitung presensi pada minggu asistensi)

Maksimal asistensi adalah **3 kali per tugas**

# PERATURAN KELAS:

1. **Masuk kelas maksimal pukul 08.00 WIB**
2. Dilarang **bermain HP** saat sesi materi berlangsung
3. Berpakaian boleh nyentrik namun tetap **Sopan dan Rapi**
4. **Wajib mengangkat tangan** ketika mengajukan pertanyaan
5. Tugas dikumpulkan sesuai dengan hari pengumpulan tugas.  
Lewat dari waktu tersebut, **nilai -1 per hari kerja**.

# Bobot Penilaian

Visual Branding

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

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AUSTE MARIE

austemarie.com

06/26/2023  
Ashley Smith

Dear Ashley,

I hope you're well. I'd like to update you on our branding service's project timeline. Our team has been working diligently on market research and competitor analysis in recent weeks, gathering valuable insights for your brand identity. Looking ahead, we've outlined a detailed timeline for the next phases, including creative concept development and design refinement. Our goal is to ensure your brand aligns perfectly with your vision and resonates with your audience. Rest assured, we're committed to meeting all project milestones on time. If you have any questions or need to discuss specifics, please reach out. We're excited to bring your brand to life.

Sincerely,  
Auste M. Kurcas

Auste M. Kurcas  
Founder & Creative Director

contact@austemarie.com  
203.703.8277



Creative Studio

Auste Marie Creative Studio

@austemarie 203.703.8277 contact@austemarie.com

We're here to transform the way your business is perceived; to create a brand that reflects your essence and articulates your core values – one that resonates with your audience and gets them excited about your business.

Brand Development  
Website Development  
Social Media  
Photography / Video  
Consulting



austemarie.com

Greenwich, Connecticut / New York, New York

We believe in the power of storytelling – the necessity for being unique in a world of sameness, and the responsibility to leave this place a little better than how we came into it.

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being an amazing client.*

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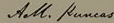
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05/25/2023  
Ashley Smith

Dear Ashley,

I hope you're well. I'd like to update you on our branding service's project timeline. Our team has been working diligently on market research and competitor analysis in recent weeks, gathering valuable insights for your brand identity. Looking ahead, we've outlined a detailed timeline for the next phases, including creative concept development and design refinement. Our goal is to ensure your brand aligns perfectly with your vision and resonates with your audience. Rest assured, we're committed to meeting all project milestones on time. If you have any questions or need to discuss specifics, please reach out. We're excited to bring your brand to life.

Sincerely,  
Auste M. Kuncas



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SOCIAL MEDIA

For brands looking to elevate their image, increase their reach, and engage with their followers in a more meaningful and impactful way than ever before.



Photography / Video  
Social Media Strategy  
Creative Direction  
Content Ideation  
Social Media Management  
Training Consulting

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Terima Kasih