

DKV **Identitas Visual**

PERTEMUAN 01

Introduce

DOSEN PENGAMPU



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Akan **Belajar Apa Saja?**

P 2-7

- **Brief & Sketsa Logo**(pertemuan 2-4)

- Penjelasan Materi
- Asistensi Kreatif Brief & Sketsa

- **Digital Logo** (pertemuan 5-7)

- Penjelasan Materi
- Lanjutan Asistensi Sketsa & Digital

Pertemuan 8 : UTS

P 9-15

- **Graphic Standard Manual** (P 9-12)

- Penjelasan Materi
- Asistensi GSM

- **Finalisasi GSM** (pertemuan 13-15)

- Penjelasan Materi
- Asistensi Final Project

Pertemuan 16 : UAS

Bobot Penilaian

DKV Identitas Visual

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

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

Referensi

Design System / GSM

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

<https://asphalt.gojek.io/>

Referensi

Logo HUT ke-80 RI



https://drive.google.com/drive/folders/1jkUhAtPcDqjx-3eiH0ZKcjXbwvK8qEpi?usp=drive_link



<https://drive.google.com/drive/folders/1eMSfakyenzO4aN72yrwHQH1OmduQl1wI>

Terima Kasih