



# REPRESENTASI VISUAL

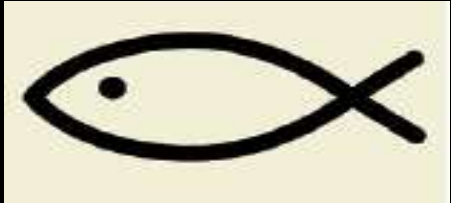
Ada bermacam cara me-representasi visual:

## Poster UCLA (institut seni)

Dengan memanfaatkan abstraksi & Stilisasi desainer membuat poster ini jadi tampil :

- > **unik:** karena bila gunakan FOTO wanita Jepang berkimono sudah umum
- > **stylist:** menggunakan ciri seni tradisi desain jepang yg kuat (ruang pos-neg)
- > **Fokus:** tidak diramaikan oleh unsur2 yg tidak penting, abstraksi geometris yg simple dan fokus

## >>Abstraksi |



>>Abstraksi |

>> Tips pengembangan Abstraksi |

>>Abstraksi |

>>Stilisasi |

Semua contoh ini  
adalah ikan yg di  
abstraksi, namun  
dengan bermacam-  
macam gaya  
stilisasi

# Personal style

Vignelli

Paula Scherr

David Carson

Contoh beberapa style menurut zaman  
(art nouveau, art deco, psychedelic)

Abstraksi bentuk motif hias tradisional.

Stilisasi dg gaya khas tiap daerah, Sumba beda dg Jawa, Minang, dsb

beberapa style etnik2 di Indonesia

sintak |

>> Menerapkan gaya abstraksi & stilisasi yg sama  
sehingga terbentuk **konsistensi visual**

# SINTAK

adalah

salahsatu aspek penting membangun  
sebuah **system visual**

Sintak utk  
menciptakan  
sistem |

Sintak utk  
menciptakan  
sistem |

## Style desain, Konsistensi, Flexibility



# Sintak utk menciptakan sistem

Beda-beda obyek  
namun stilisasi yg  
konsisten



akan memperkaya  
makna dan kesatuan  
system



*After:*



*Before:*



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# TYPES OF LOGO



TYPES OF LOGO

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INTR  
ODUK  
SI



TYPES OF LOGO

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SIMBOL  
-MARK



# TYPES OF LOGO

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- > disebut juga Initial, Monogram
- > menguatkan asosiasi pada karakter atau fonetik brand
- > dapat dikembangkan dari wordmark/merek
- > dapat berbentuk kombinasi piktorial dan letterform
- > Karakter bentuk huruf menggambarkan keunikan atau personality brand bersangkutan



## TYPES OF LOGO

LETTER  
FORM



## TYPES OF LOGO

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PICT  
ORIAL



## TYPES OF LOGO



# TYPES OF LOGO



## TYPES OF LOGO

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LOGO  
-TYPE  
(wordmark)



## TYPES OF LOGO

The Beverly Hills Hotel  
and Bungalows

ebay™



NEWS  
BITES

PONZU  
SUSHI HOUSE

TYPES OF LOGO

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COMBINA  
TION  
MARK



## TYPES OF LOGO

COMBINA  
TION  
MARK



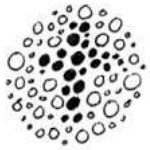
# TYPES OF LOGO



TENTH  
CHURCH  
MT NEANT

BINARY - GROWTH  
PATTERN

- MULTI-COLOR
- CROSS
  - PEOPLE
  - T = TENTH, TRUTH
  - COMMUNITY
  - OPEN ARMS - ACCESSIBLE



- MOSAIC - CROSS - TRANSFORMATION
- lower case t
  - CROSSECTION OF PEOPLE
  - COMMUNION + COMMUNITY
  - POINT OF VIEW

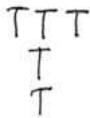


- COLORAGE
- PASTICHE OF PEOPLE SYMBOLIZED BY TYPOGRAPHY / COLOR WITH DIVERSITY

tenth

← SUBTLE CROSS IN SIMRE DIRECT TYPE

?  
IF HIGHLIGHTED IN COLOR, TOO REMOVES?  
GROW? TOO SUBTLE IT GETS LOST?



BEEN DONE.



FEELER?  
LOOSEN?



DIAGONAL

TOO  
OVERSQUARE.

← NOT SO TIGHTLY PACKED / HARD.

← t / CROSS SHAPED  
MADE OF LOWERED RTS  
(MOAIC / COMMUNITY -  
FASTER READ THAN CIRCLE)

TENTH CHURCH

WEARABLE  
BUTTONS



EMBROIDERED, SCREENPRINT  
POWDERPRINT, T-SHIRT.



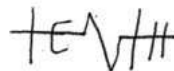
POSSIBLE



ALONE

TENTH

WORDMARK



- SPARK - POWER
- CONNECTIONS



FOLD UP / MODULAR?



SHAPE?



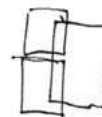
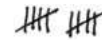
FOR SPARK  
MAGIC



thin?



CIRCLE - UNIFY  
WHOLE



LAYERS?

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tenth

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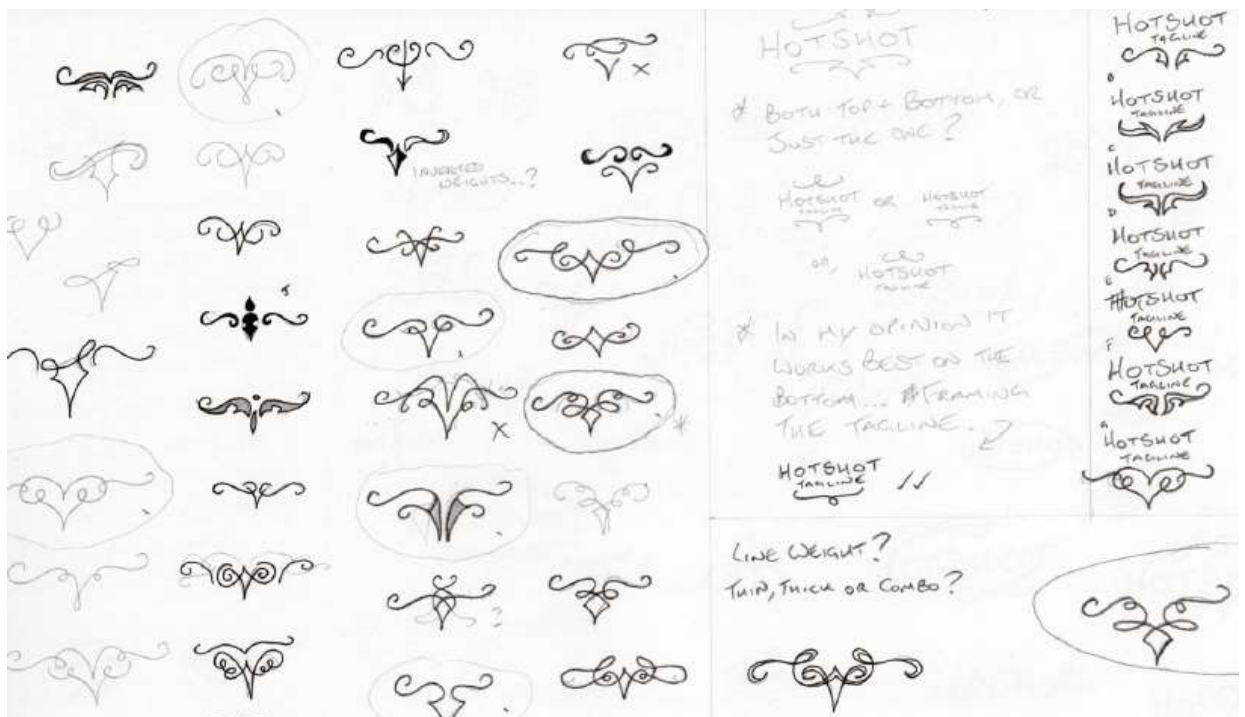
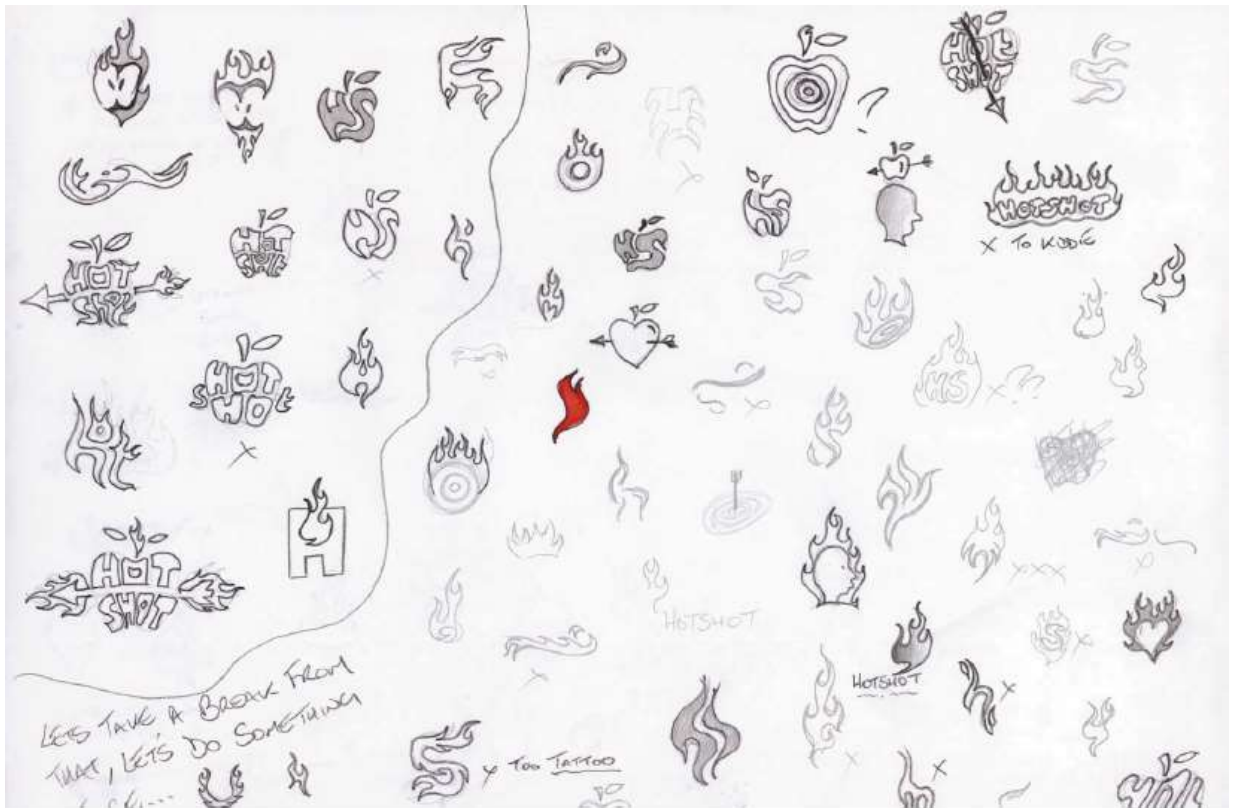
tenth

tenth



**TENTH**

# Studi elemen





more than  
just a  
statue  
it's a  
symbol  
of freedom  
and  
justice





