



PORTFOLIO



Marchylia Fransisca
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CONTACT INFORMATION

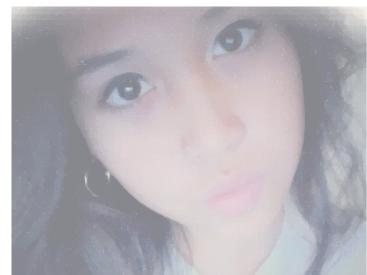
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WEB PAGE



Description: As a Graphic Designer, we need to know and/or have equal skills in both the (Web) Graphic Design and the Web Development. Creating a Web Page, starting with simple HTML and CSS. For this project, the class was required to post the previous logo- from the Logos Project- with the description of the logo design process within the webpage content of at least/minimum of 200 words (description). If a potential employer would want to request a webpage/website of one of my works in order to review, I would want to have one of my works or a best work (in this case, the logo-design) shown within the website content including the description about the design process.

Programs: Using the Adobe Illustrator and Photoshop tools.

Date: due Saturday, June 27, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Size and optimize an original logo; Write content to describe the process of creating the logo and how it appeals to a target audience; Acquire a working knowledge of HTML; Acquire a working knowledge of CSS; Identify hex colors to match logo, using Photoshop color picker; Open the HTML page in a web browser and capture a quality screen shot with 0.5 inch margins for printing.

Process: For designing the Logo, the Tools used are: the Selection, Shapes, Type, Character, Eyedropper, Color, Swatches, and Color Edit, etc. For the Web Page, I started the HTML and CSS using the Notepad++ and Handcraft.com (with a little more practice using the CodeAcademy.com and W3Schools.com).

file:///C:/Users/Marchylia/Documents/BYU-I%20Classes/Spring%202015/COMM%20130-04/Week10%20Web%20Page%20Activity%20%20CSS%20Basics/P7Mar

Marchylia Hotel Chocolat



This webpage was created to showcase this particular logo I have designed. Using the Adobe Illustrator program and its tools, I managed to create a logo for this Affiliated Marketing of mine. Partnering with the U.K. chocolates brand, called the Hotel Chocolat (the spelling is such without the 'e' at the end). Within the B2B (Web/Online Business) class, I am required to make an actual online-releated business, and also to get it going or started.

The Thought Process

- Since the Affiliated Marketing brand is of chocolates, I wanted to apply the idea of impersonating a chocolate bar.
- I wanted to have the right color theme similar to a chocolate bar.
- Last but not least, I wanted to add another characteristic of a chocolate bar; thus, the chocolate bar got eaten or got nibbled on the side.

The Process

- Overall Project Process (Programs, Tools, Skillset): For the Project Draft, I had to design 3 (completely) different Logos with varieties for a company (Hotel Chocolat), using the Adobe Illustrator program and its tools. Afterwards, I had to ask about for a minimum of 10 people to vote on which one of the varieties is their favourite. For the Final of the Logo Design Project, the Revision on a chosen logo is then converted into the Grey-Scale and into the White-on-one-Colour-Background version (and revising the Grey-Scale version), etc.
- Audience: The viewers such as random people within the street to the online, classmates and instructors, and especially interested customers and/or other companies and competitors.
- Design/Typography - Title/Body Font Names & Categories: Draft: #1 (Heading) Wide Latin - Gert (Subheading) Myriad Pro - Dan Gert #2 (Heading) Wide Latin - Gert (SubHeading) Wide Latin - Gert #3 (Heading) Sapse U! Symbol - Dan Gert (SubHeading) Wide Latin - Gert...Final (Heading) Wide Latin - Gert (SubHeading) Wide Latin - Gert.
- Colour Scheme & Colour Name: Draft: #1 Analogous: Brick, Orange, Gold; #2 Monochromatic: Brick; #3 Complementary: Teal & Brick...Final: Monochromatic: Brick.
- Message: Design a type of logo that would communicate the company's brand.

[Visit the Logo Blog Link for more details.](#)

Windows Taskbar icons: Chrome, Firefox, Internet Explorer, File Explorer, Word, Excel, Powerpoint, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Reader, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Paint.

BROCHURE



Description: This project is to design a full-color, folding brochure to help promote the chosen company (product, service or location). Imagine a potential company and/or an employer would want to request a brochure to advertise their company/event/product/service. The purpose of the brochure project may be informational or advertising, and in this case, this brochure is to advertise. I may choose any topic; therefore, I decided to make it the Jurassic Park and Jurassic World theme, in which those movies are my favorite movies ever. I wanted to make known or share the idea of another legitimate Jurassic Park recreational/theme park into a maximum-thrilling Jurassic World theme park, I call it the Jurassic World Park. This class' project, and like the many other projects, is something I did enjoy.

Programs: The 3 out of the many Adobe products: InDesign, Illustrator, and Photoshop and the tools.

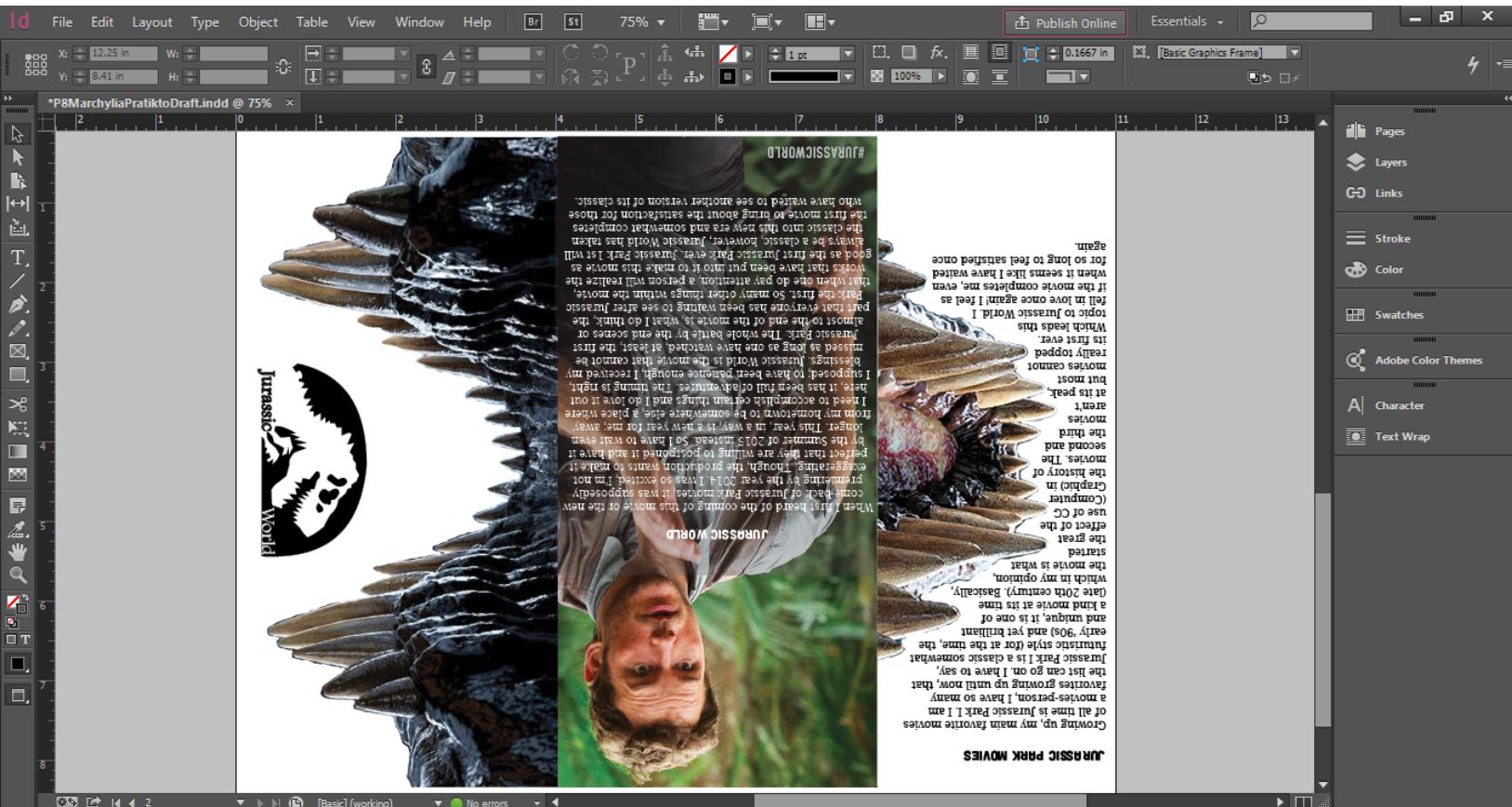
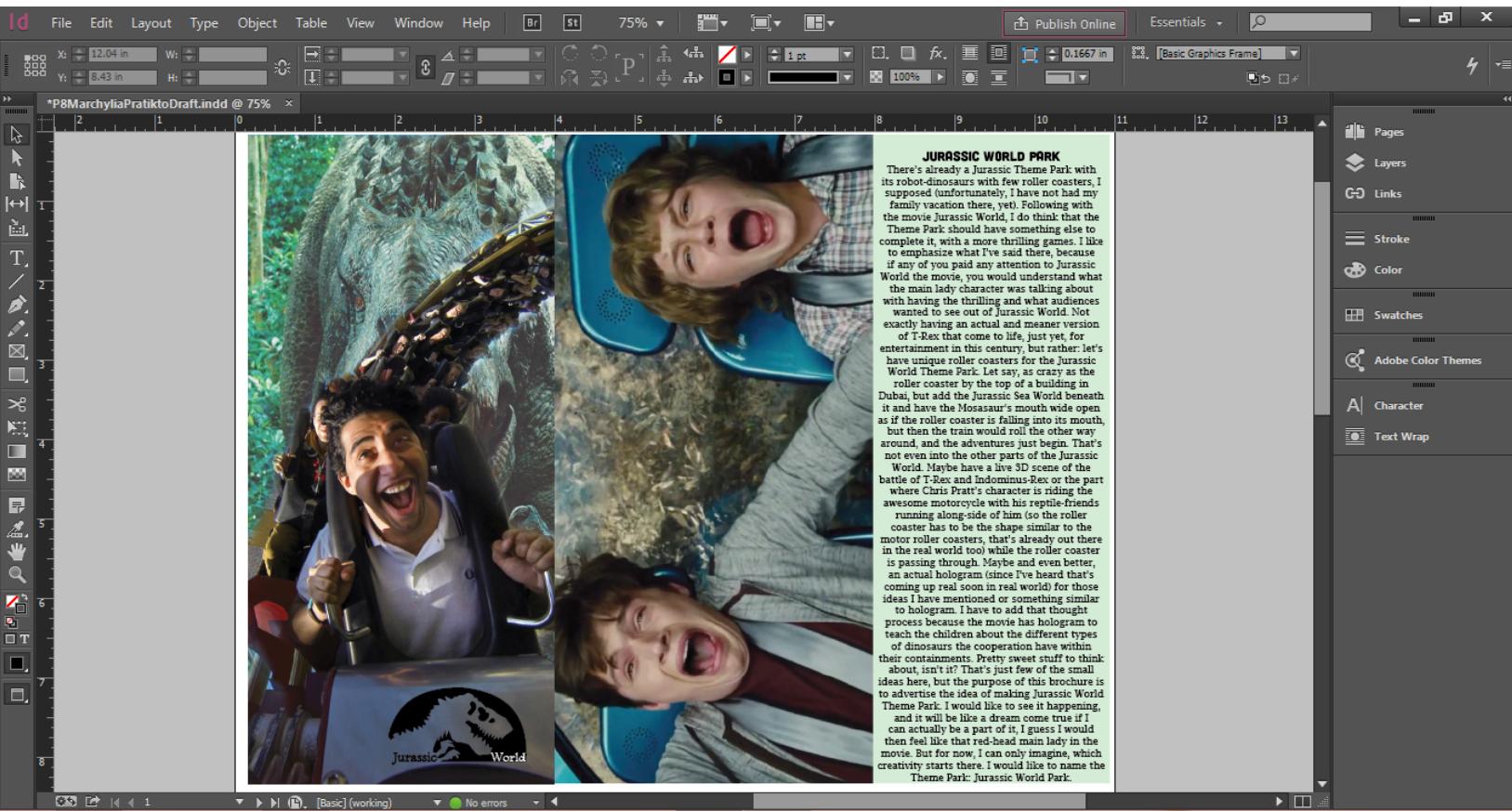
Date: due Saturday, July 11, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Set up and align a two-sided, folded document; Create an original logo and use it in a brochure; Incorporate quality images; Write (at least 250 words of) original copy in at least three paragraphs, headers, and subheaders; Trim for a full bleed and print in duplex (two-sided) color.

Process: I begin with setting up the fold-lines, like unto setting up the paper mock-up by hand, within the InDesign 2 pages. Then I have to gather good quality pixels images to edit within the Photoshop. While working on the picture editing, I also pull out the Illustrator to create my own logo (aside from the Jurassic Park's famous logo; I've tried my best to replicate it) for this Brochure Project. For the paragraphs within the brochure, I used the Words Document to write/type the draft and edit any misspelling, alsooo correcting the grammar. I would then Text Wrap some of the section-paragraphs with some of the images within the brochure using, again, the InDesign. I made some revision when needed. Throughout the draft process, I have had few print-outs to see the overall brochure; assuring the folding is working correctly and making sure the content isn't up-side-down when printed. What I was most concerned about was whether or not all the text/paragraphs would fit within the brochure with all its content, and having at least a paragraph as a text wrap with at least an image.



EVENT AD



Description: Designing Advertisement Flier using Microsoft Word. Not every company and/or business have the budget and/or Adobe design products to create Ad Flyers. It is important to have the skill or at least know the design functions within the Office Word Processor.

Programs: Microsoft Office Word and its tools, the Scanner at the Brigham Young University - Idaho David O. McKay Library, PDF2JPG.net (online PDF converter).

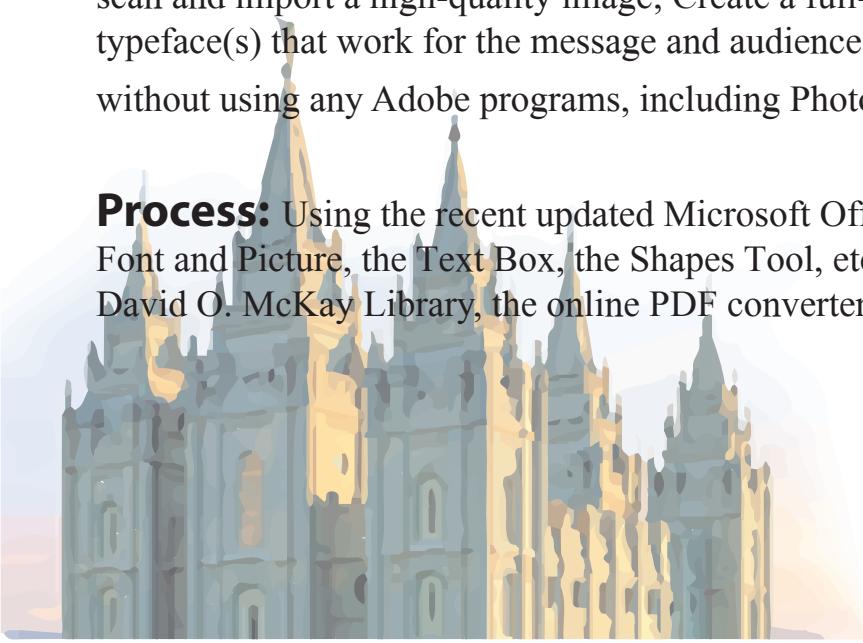
Date: due Saturday, May 16, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Comprehend image sizing (how pixels and inches work together); Find, scan and import a high-quality image; Create a full-bleed design; Choose a color scheme and typeface(s) that work for the message and audience; Learn to use only Word design features without using any Adobe programs, including Photoshop.

Process: Using the recent updated Microsoft Office Word's: the Insert Picture, the Format Font and Picture, the Text Box, the Shapes Tool, etc. The other resources are: the Scanner at the David O. McKay Library, the online PDF converter called/the URL is PDF2JPG.net.



BALINESE DANCE FUNDRAISER



COME ATTEND THE FUNDRAISER

Balinese Dance Instructor: Ni Luh Kadek Kusuma Dewi and her husband, I Nyoman Suadin (the Co-Director of the Gamelan Semara Santi).

With Swarthmore College's Co-Director and the Founder of the Gamelan Semara Santi: Professor Thomas Whitman.

Along with the Swarthmore College Students, the Indonesian Cultural Club (ICC) of Delaware Dancers, and the other Volunteered Balinese Dancers.

VOLUNTEER DANCERS NEEDED | FREE LESSONS OFFERED

PRACTICE SESSIONS

- **LOCATION:** Swarthmore College (Swarthmore, PA); Cultural Building Performance Room 100 (on the 1st floor).
- **TIME:** 11am - 3pm on Saturdays starting April 20th

**PERFORMING MAY 27, 2015
2PM – 4 PM | SWARTHMORE COLLEGE**

HELP DONATE \$5

FOR THE SCHOOLS EVERYWHERE IN INDONESIA



FLIER



Description: Fliers are an important communication tool for all types of companies. For this flier project, it is required to apply the Design Principles within. Going over the Critique process with the Critique Checklist for the first time (class requirement), with a minimum of two classmates. Not required, but it is a smart practice to do a critic with the COMM130 Instructor, in order to revise/edit and make adjustments, as well as recognizing on what needed for improvement.

Programs: Using the Adobe InDesign and its tools.

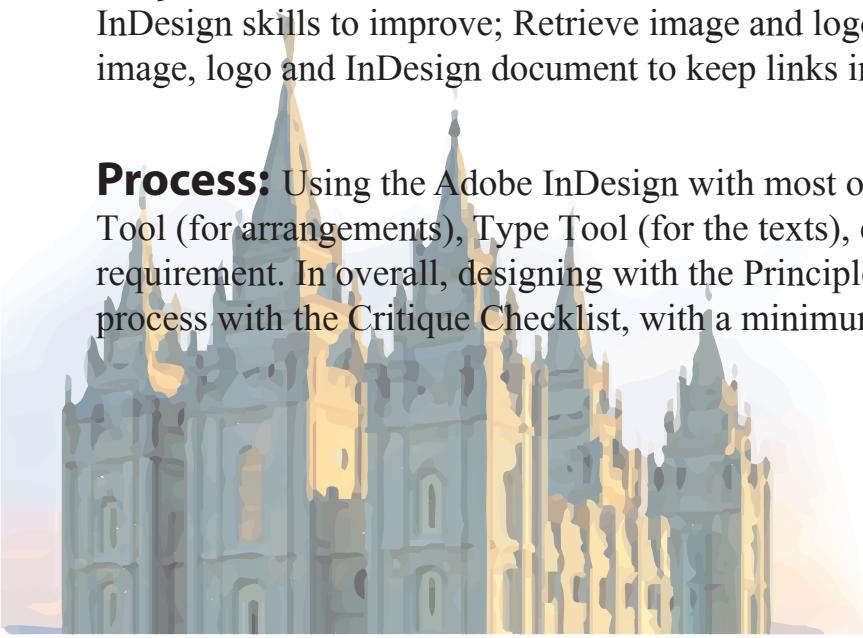
Date: due Saturday, May 9, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Apply the design principles and use appropriate typography; Incorporate basic InDesign skills to improve; Retrieve image and logo from links; Create a project folder with image, logo and InDesign document to keep links in InDesign intact.

Process: Using the Adobe InDesign with most of its tools such as the Rectangle Frame Tool (for arrangements), Type Tool (for the texts), etc. As well as the given images, for it is a requirement. In overall, designing with the Principles of Design. Then, going over the Critique process with the Critique Checklist, with a minimum of two classmates.





Graduate Leadership Conference

October 21st | 8am – 5pm | Lincoln Convention Center

Do you want to have the competitive edge in business?

Come learn how at Vouant Communication's annual Graduate Leadership Conference.

Vouant Communications is devoted to helping tomorrow's leaders gain essential leadership skills in the workplace.

During this dynamic three-day seminar, attendees will meet with top executives of Vouant Communications to discuss breakthrough leadership techniques, while cultivating attributes of leadership that will market to any employer.

Conference is available to graduating seniors.
Space is limited.

Registration and more information available at
<http://www.vouantcomm.com/leaders>

Vouant
COMMUNICATION

LOGOS



Description: For the Draft, designed 3 (completely different) Logos with varieties for a company, using Adobe Illustrator program and its tools. Including within, the Design Principles of good logos. For this project, I chose to combine with my other class, the B250 (Web/Online Business) class, which within that class the students are required to make an actual online-related business. I started off as an Affiliated Marketing with the United Kingdom Hotel Chocolat (the spelling of the chocolate is without the “e” in the end).

Programs: Using the Adobe Illustrator and its Tools, such as the: Selection, Shapes, Type, Character, Eyedropper, Color, Swatches, and the Color Edit Tool (for the Greyscale and the White on a Color Background versions), etc.

Date: due Saturday, June 6, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Create three completely different, original logos to fit a company or personal image that will appeal to the audience; Market research: gather opinions from at least ten people about which logo appeals most to them; Use only the Illustrator tools to create and draw the logos; Refine one logo with variations for color.

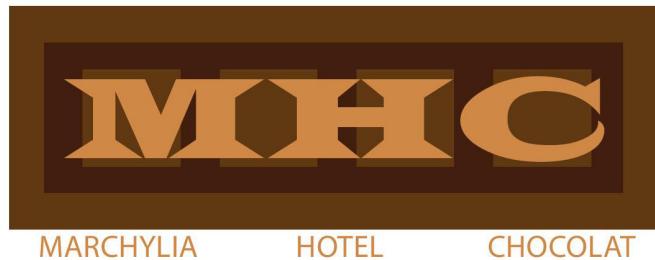
Process: As of the Draft: I designed 3 (completely different) Logos with varieties for a company, using Adobe Illustrator program and its tools. After, I was required to ask for a minimum of 10 people to vote on which one of the varieties of Logos is his/her favorite. For the Final Draft, I have to make the revision on a chosen logo (its original revised, including the Greyscale version as well as the White on a Color Background version).

Final Draft

13



Draft



MONTAGE



Description: Creating a Spiritual Montage using the more advanced editing effects in the Adobe Photoshop; such as the Filter, Layer, and the Clipping Mask to combine images. Including the use of good Typography to create the feel of the message.

Programs: Using the Adobe Photoshop and its Tools, such as the: Filter, Layer, and the Clipping Mask, etc.

Date: due Saturday, May 30, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Use the FOCUS design process with strong focal point and flow; Unify a layout with a consistent theme and dominant spiritual message; Learn to blend two or more images together gradually, using masks; Demonstrate more advanced Photoshop skills for layout with multiple elements; Use a mask to apply a filter to one part of the image; Apply typography principles; Format type: Legibility; Small copy & Title with varying text size (Theme word/s); Select good quality images.

Process: Using the more advanced editing effects in the Adobe Photoshop; such as working with the Filter, Layer, and the Clipping Mask to combine images. Including the use of good Typography (Principles of Typography) to create the feel of the message. The sources are: Adobe Photoshop, LDS.org Media Library Images, the Scriptures and/or LDS.org Scriptures (for the Quotes).

“For God so loved the world,
that he gave his only begotten
Son, that whosoever believeth
in him should not perish, but
have everlasting life.”

John 3:16



PHOTODESIGN



Description: The Photodesign Project is to learn Basic Photography Skills; I did have to use a Digital Camera to take the pictures (including the chosen image for the project). Choosing the Color Scheme to start off with. Using the Adobe Photoshop to adjust the image and to design the Text and the Repetition of the Graphic Elements. Working with the Image Size, Cropping, and placing the image on a 8.5" x 11" Page Layout. Making sure it is printed in Full-Bleed Margins with the Trim only 1/8 (0.125) of an inch for all the four-sides.

Programs: Using the Adobe Photoshop and its Tools, such as the: Levels, Color Balance, Saturation, Sharpness, the Layers, etc.

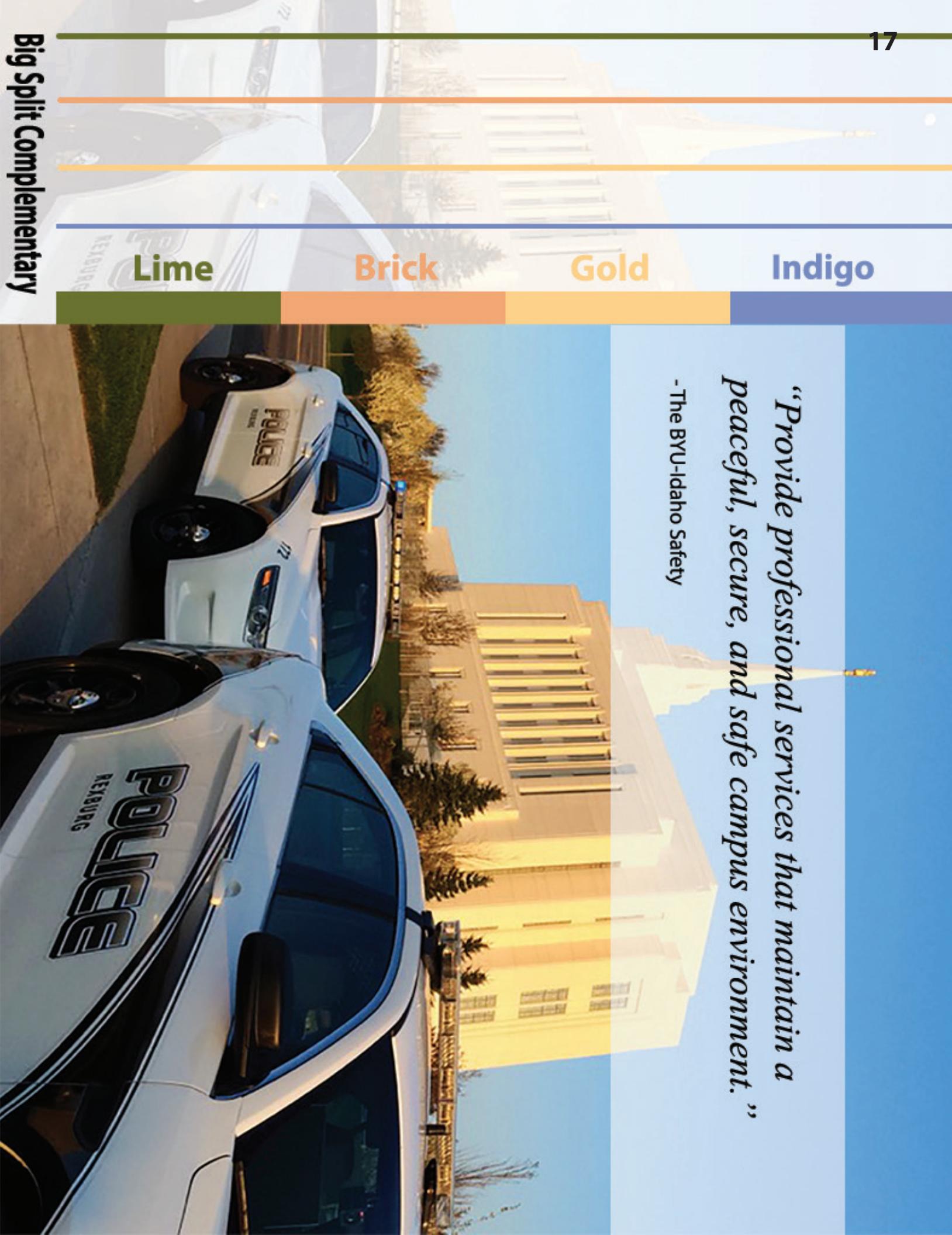
Date: due Saturday, May 23, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Learn basic photography skills; Choose a color scheme, take a photo to match those colors, then incorporate the colors into the layout; Use a digital camera to take a quality image, then download it; Adjust image levels, saturation, color balance, sharpen tool on separate layers for NDE (non-destructive editing); Size and crop the image, then place on an 8.5×11 page layout; Use layers to design text, and repeating graphic elements in Photoshop; Print with full-bleed margins. Trim only 1/8" (0.125) from all four sides.

Process: The Photodesign Project is to learn Basic Photography Skills; I did use the Cannon Digital Camera in which I borrowed from the BYU-I Library, David O. McKay Technology Room, to take the pictures (including this chosen image for the project). I had to choose the Color Scheme to start off with, therefore, to match with the actual picture's colors. Using the Adobe Photoshop, I had to adjust the image Levels, Color Balance, Saturation, Sharpness, the Layers, and to design the Text, as well as to create the Repetition of the Graphic Elements. I had to work with the Image Size, Cropping, and placing the image on a 8.5" x 11" Page Layout. I did make sure it is printed in Full-Bleed Margins with the Trim only 1/8 (0.125) of an inch for all the four-sides.



Lime

Brick

Gold

Indigo

"Provide professional services that maintain a peaceful, secure, and safe campus environment."

- The BYU-Idaho Safety

BUSINESS CARD



Description: Designing a Stationery for a company, and in this case, I chose my own transportation business. Using mainly the Adobe InDesign. As well as designing a Business Card model, which business card (and stationary) is to represent or personalize the company.

Programs: Using the Adobe Illustration, and (mainly) the InDesign (to unify the design parts). Designing with various tools, such as: the Shapes Tool, Pen Tool and it's Convert Direction Point Tool, Type or the Character Tool, Color Swatches, and etc.

Date: due Saturday, June 13, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Use the basic tools in Illustrator & InDesign; Create a logo to fit a company or personal image (Do not use photos or live trace); Use the logo to design consistent layouts for a business card and letterhead (Photos are allowed on business card and letterhead as additional design elements. Letterhead should be 8.5 x 11, full-bleed optional, but trim only 0.125. Business card should be 3.5 x 2 and printed above center on a vertical page.); Apply typography rules, keeping small copy; Keep designs simple with light watermarks and drop shadows and plenty of white space; Include contact information.

Process: Designing a Stationery for a company, and in this case, I chose my own transportation business. Using mainly the Adobe InDesign. As well as designing a Business Card model, which business card (and stationary) is to represent or personalize the company. Using the Adobe Illustration, and (mainly) the InDesign (to unify the design parts). Designing with various tools, such as: the Shapes Tool, Pen Tool and it's Convert Direction Point Tool, Type or the Character Tool, Color Swatches, and etc.



STATIONARY



Description: Designing a Stationery for a company, and in this case, I chose my own transportation business. Using mainly the Adobe InDesign. As well as designing a Business Card model, which business card (and stationary) is to represent or personalize the company.

Programs: Using the Adobe Illustration, and (mainly) the InDesign (to unify the design parts). Designing with various tools, such as: the Shapes Tool, Pen Tool and it's Convert Direction Point Tool, Type or the Character Tool, Color Swatches, and etc.

Date: due Saturday, June 13, 2015.

Course: COMM130-04.

Instructor: Jason Reeder.

Objectives: Use the basic tools in Illustrator & InDesign; Create a logo to fit a company or personal image (Do not use photos or live trace); Use the logo to design consistent layouts for a business card and letterhead (Photos are allowed on business card and letterhead as additional design elements. Letterhead should be 8.5 x 11, full-bleed optional, but trim only 0.125. Business card should be 3.5 x 2 and printed above center on a vertical page.); Apply typography rules, keeping small copy; Keep designs simple with light watermarks and drop shadows and plenty of white space; Include contact information.

Process: Designing a Stationery for a company, and in this case, I chose my own transportation business. Using mainly the Adobe InDesign. As well as designing a Business Card model, which business card (and stationary) is to represent or personalize the company. Using the Adobe Illustration, and (mainly) the InDesign (to unify the design parts). Designing with various tools, such as: the Shapes Tool, Pen Tool and it's Convert Direction Point Tool, Type or the Character Tool, Color Swatches, and etc.



GREEN VAN TRANS

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