



**IMAJINASI LEBIH BERTARAF
DARIPADA ILMU PENGETAHUAN. LOGIKA
AKAN MEMBAWA ANDA DARI A KE B,
IMAJINASI AKAN MEMBAWA
ANDA KEMANA-MANA**

ALBERT EINSTEIN

SCOG.COM

Prinsip Dasar Desain

Penyusun:
TIM BPPTIK

[Ringkasan Mata Pelatihan]

- Unit Kompetensi Acuan: M.74100.001.02
 - Kode Unit Kompetensi Acuan: Mengaplikasikan prinsip dasar desain
 - Deskripsi singkat: Mata Pelatihan ini memfasilitasi pembentukan kompetensi dalam melaksanakan teknis prinsip dasar desain
- Tujuan Pembelajaran:
- Hasil Belajar: Setelah mengikuti seluruh rangkaian pembelajaran pada mata pelatihan ini, peserta mampu memahami prinsip dasar desain
 - Indikator Hasil Belajar:
 - i. Menerapkan materi informasi yang berkaitan dengan pengetahuan dasar desain
 - ii. Menjelaskan pengetahuan dasar seni rupa
 - iii. Menjelaskan pengertian dasar desain sebagai bagian dari lingkup seni rupa
 - iv. Mengaplikasikan pengetahuan mengenai sejarah seni rupa dan desain

[Materi ke-1]

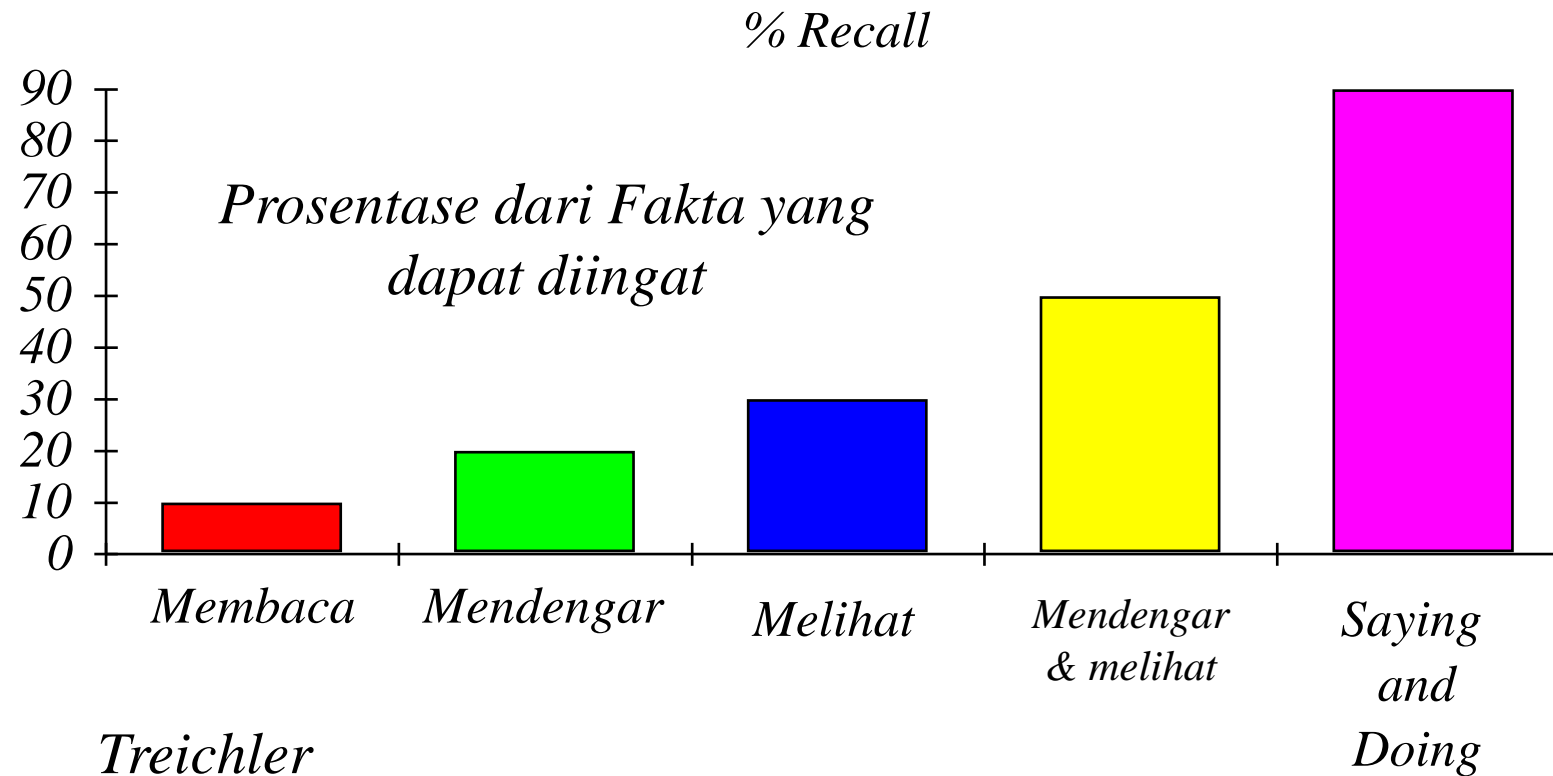
Indikator hasil belajar:

1.
2.

Desain Grafis

- Suatu bentuk (proses) Seni dan profesi yang berfokus dalam komunikasi visual dan presentasi.
- Berbagai metode dilakukan/dikombinasikan dengan menggunakan symbol, foto, gambar teks untuk menciptakan mengkomunikasikan ide/pesan.
- Graphic design lahir dari proses seni dan teknologi (printing&digital)

WHY WE LEARN GRAPHIC DESIGN...?

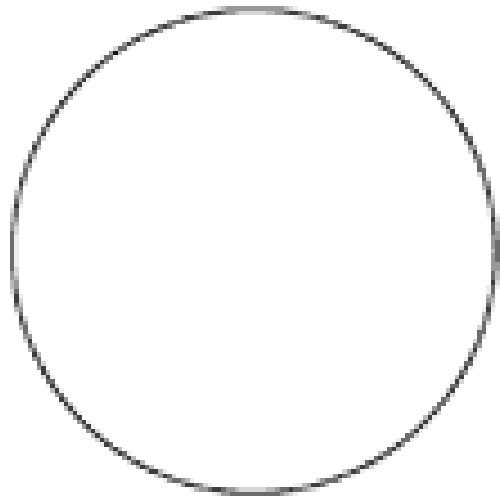


WHY ?

- Kemampuan otak manusia lebih cepat melihat dibandingkan membaca
- Gambar yang baik memberikan attention kepada pemirsa/viewers
- Desain memberikan kesan / karakter atau identitas personalitas
- Desain yang baik akan mengantarkan/memberikan proses informasi secara efektif

Picture/Graphic Vs Text

Graphic Description



Textual Description

a curved line with every
point equal distance
from the center

Logos





MOON CLUB 22^{00h} to 05 AM SUN 07 OCTOBER 2014
MOONSOUND INDIE LABEL PRESENTS AZTECA EVENT THIS



LIDAH BOEAJA SHAMPOO



DISTRIBUTOR:
HONG SENG TRADING COY.
BATAVIA-C. - BANDDENG

Air Kramas No. 1 Haroem dan Se- djoek dipakenja.

1 botol dari 350 cc. bisa dipake oentoek Ramboet Krul 10 kali dan Ramboet Konde 8 kali. Oentoek Toe-an-toean sanget irit-nja. Boeat boektiken baek tidanja kita sediaken boeat ketengan 1 botol 350 cc. f 3.50 berikoet botol. Oentoek Kapsalons kita sediaken dalem botol besar dari 20 liter dengan harga ISTIMEWA.

Semoea toko-toko besar dan ketjil ada sedia.

P. W. 151

Bier Hitam
Tjap Koetjing

貓標烏蜜酒

能增進
身體健康

Bikin koeat dan
sehat badan

BURKE'S GUINNESS' STOUT

**LAMBANG
PERGAULAN SUKSES
ANDA**

**PAGODA
pastilles**

DILINDUNGI OLEH
DIREKTORAT PATENT
DAFTAR NO. 44346
GAS. DEP. RES. RI D. 106331

**PAGODA
pastilles**

Abiat PHARMACEUTICAL INDUSTRIES LTD.

Graphic Design Software

Jell Print

The Usual Suspects



Perbedaan vector - bitmap

VEKTOR	BITMAP (RASTER)
Tersusun atas objek geometris yang didasarkan pada hitungan matematis	Tersusun oleh objek yang disebut pixel
Independent resolution	Dependent resolution (dipengaruhi resolusi)
Pembesaran (zoom) tidak akan berpengaruh	Pembesaran berpengaruh pada tampilan
(size file) penyimpanan relative kecil	Size file relative besar
Digunakan untuk ilustrasi dengan bentuk geometris sederhana dan tanpa variasi warna yang terlalu banyak	Digunakan untuk gambar yang kompleks, beragam warna dan bentuk. (foto)
Cocok untuk infografis presentasi	Cocok untuk fotografi
Format penyimpanan AI, CDR, FH dan EPS	Format penyimpanan PSD, TIFF, JPG, GIF, BMP

PERBEDAAN

Vector @100%



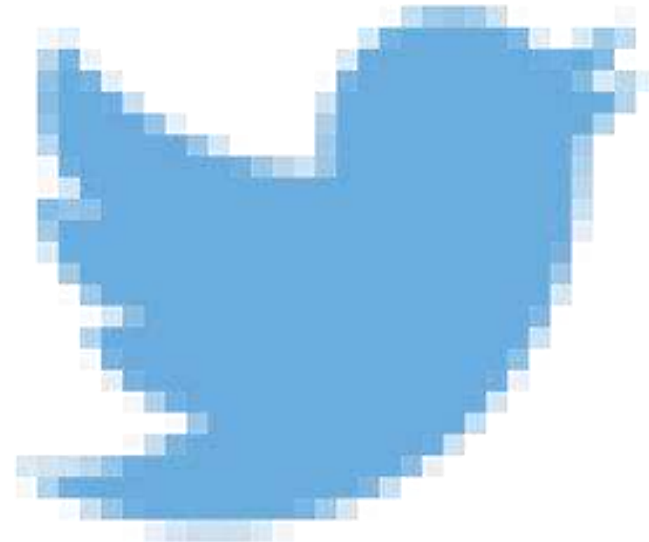
Bitmap @100%



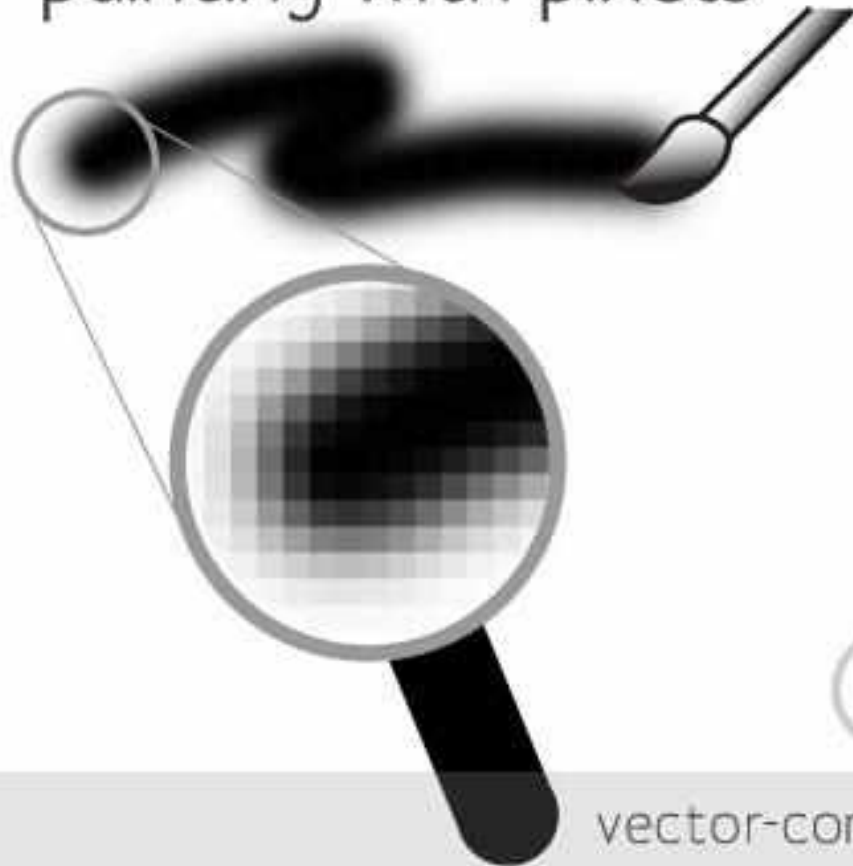
Vector @300%



Bitmap @300%



painting with pixels

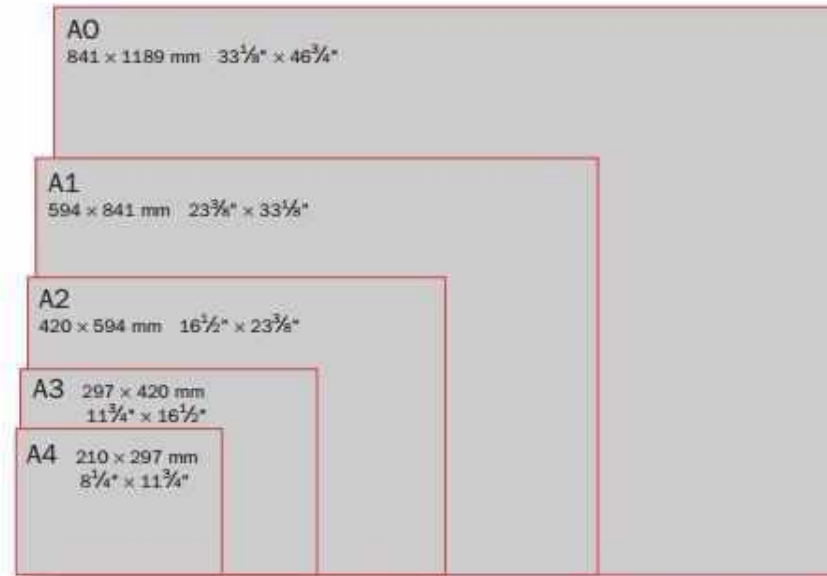


drawing with vectors



vector-conversions.com

INTERNATIONAL SIZE PAPER



The starting point for ISO sizes is the A0 sheet, which measures 841 × 1189 mm (33 1/8" × 46 3/4") and has an area of 1 square meter. Each smaller size is a fraction of the A0 size. For instance, the A1 size (594 × 841 mm) is half of A0, and the A2 (420 × 594 mm) is one quarter of A0. Sizes larger than A0 retain the same proportions and a numeral prefix is added to the letter. For example, a 2A0 sheet is twice the size (1189 × 1682 mm) of an A0 sheet. The A series is used for general printed matter, including letterhead and publications.

ISO A SHEET SIZES AND INCH EQUIVALENTS

ISO Size	Size (millimeters)	Size (inches) approx.
4A0	1682 × 2378	66 1/4 × 93 3/8
2A0	1189 × 1682	25 1/2 × 36 1/8
A0	841 × 1189	33 1/8 × 46 3/4
A1	594 × 841	23 3/8 × 33 1/8
A2	420 × 594	16 1/2 × 23 3/8
A3	297 × 420	11 3/4 × 16 1/2
A4	210 × 297	8 1/4 × 11 3/4
A5	148 × 210	5 7/8 × 8 1/4
A6	105 × 148	4 1/8 × 5 7/8
A7	74 × 105	2 7/8 × 4 1/8
A8	52 × 74	2 × 2 7/8

BASIC ELEMENT GRAPHIC DESIGN

- Line
- Shape/Form
- Texture
- Size/Scale
- Color
- Pattern
- Text/Font

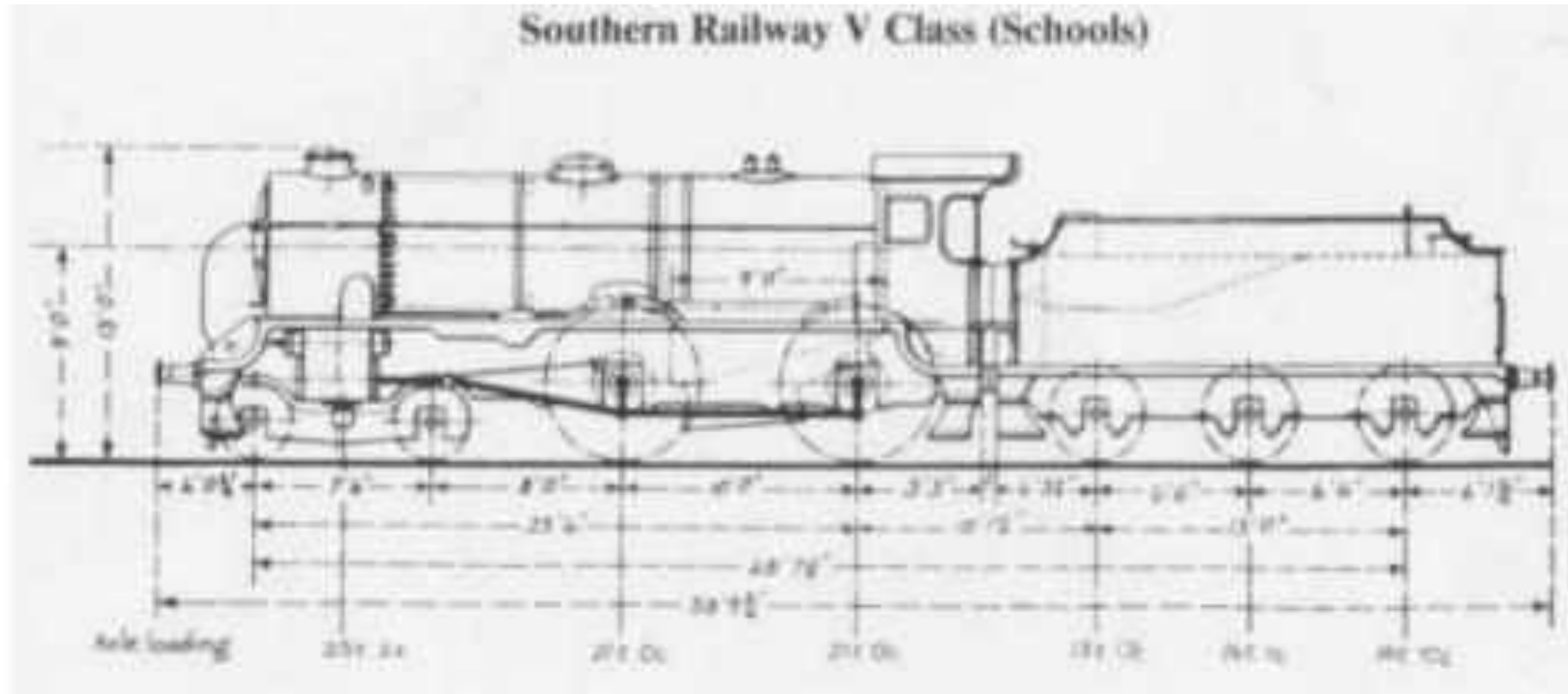
LINE

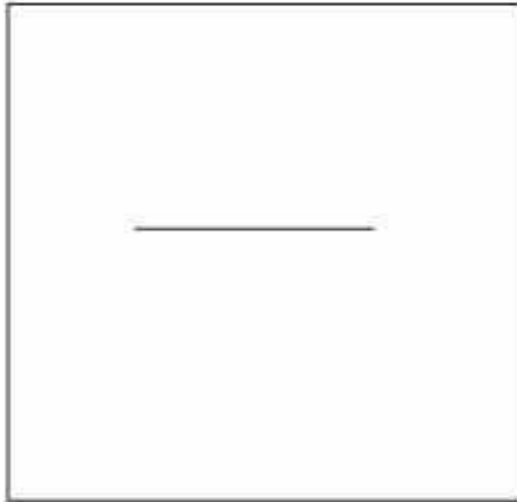
- Garis (line) adalah salahsatu elemen yang terpenting dalam graphic design (design grafis). Garis mampu membimbing mata bergerak dari satu bagian ke bagian yang lain.
- Garis dapat menggambarkan suatu arah dan membagi ruang serta dapat menggambarkan/mendesripsikan sebuah objek lewat kerangka yang terbentuk dari garis.
- Garis dapat panjang, pendek, lurus atau bergelombang serta dapat pula horizontal, vertical, menyilang (diagonal) dsb.

Uses of Lines

- Organize : untuk mengorganisir atau mengelompokkan text element
- Guide the eye : memandu mata pembaca (viewer)
- Provide movement : membuat gerakan atau seolah olah gerakan (illusion of shape/movement)
- Make A Statemen : membuat pernyataan dengan kreativitas bentuk garis dan kontras
- Penyampai bahasa universal : contoh tanda garis silang, tanda garis checklist dsb

Contoh Lines

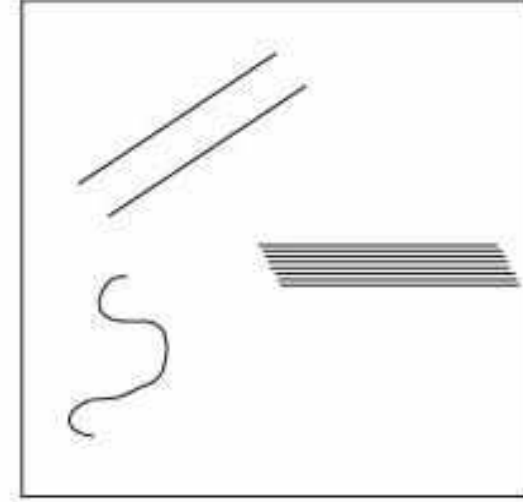




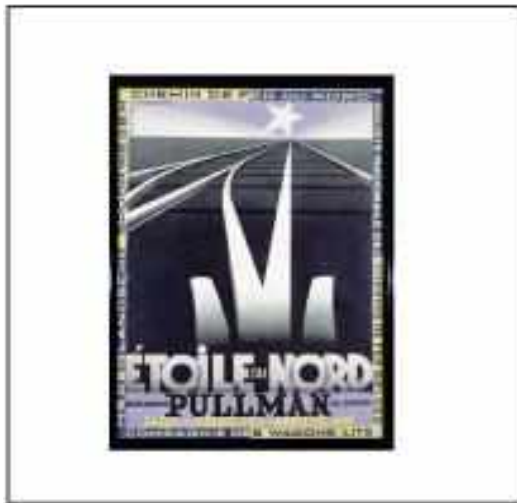
Calm, subtraction, state of rest.



Two parts of the page, one bigger, one smaller.



Lazy line, speed and active line



Acting as a compositional tool leading the eye to a point.



Criss cross lines create an impression of volume and light and shade.



Lines are used to organize information.



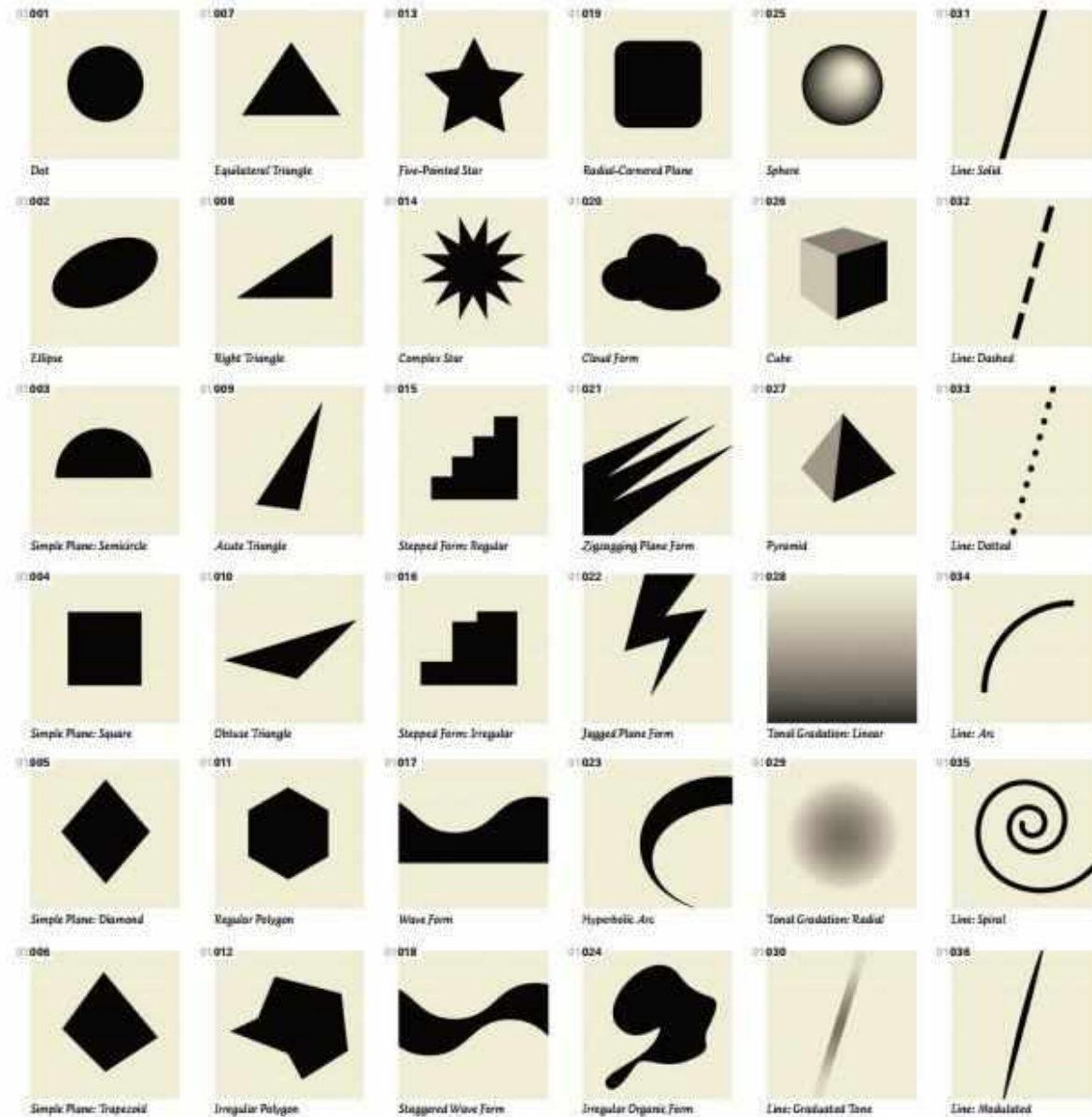
Shape & Form



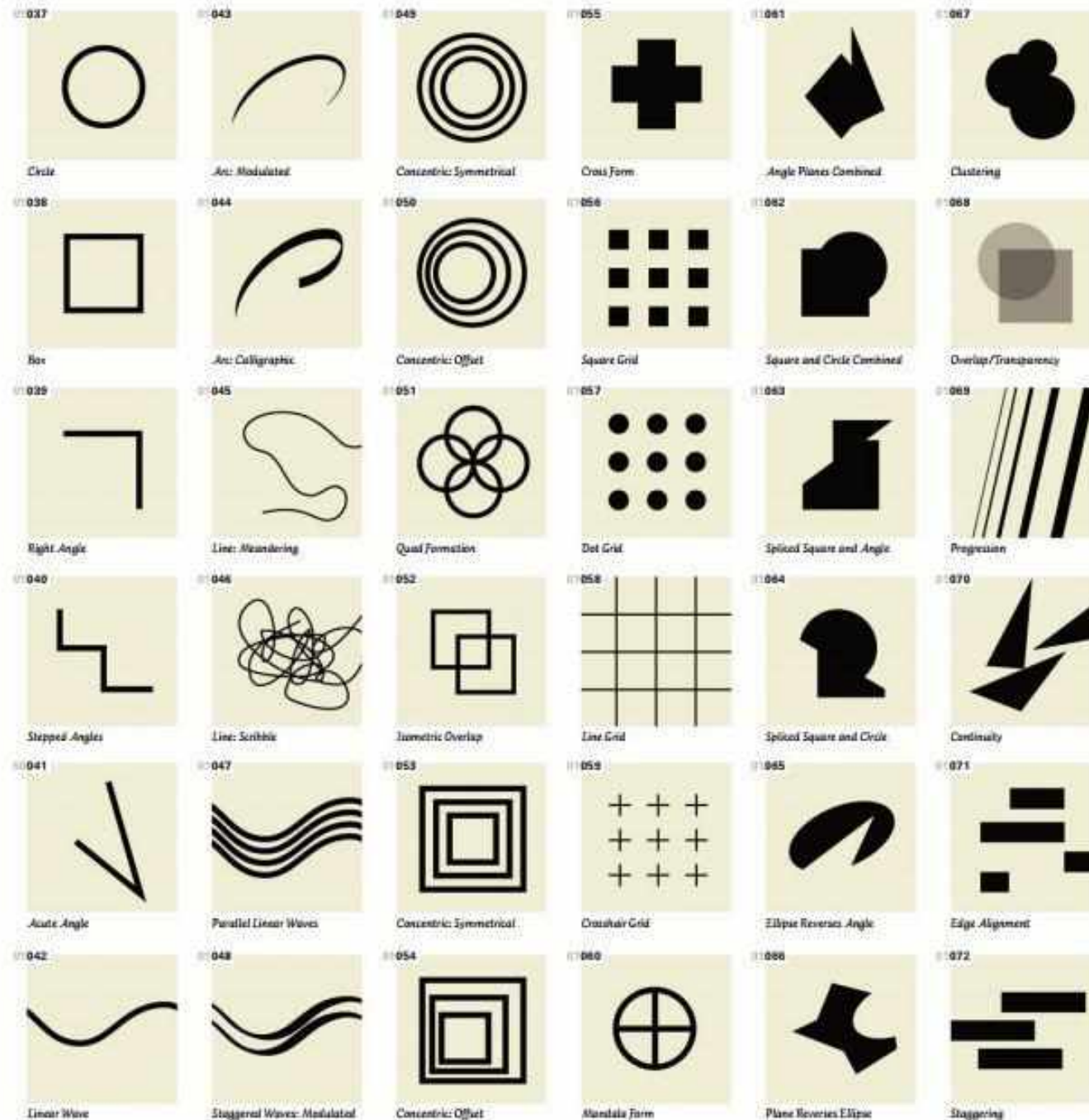
Shape implies form and is perceived as 2-dimensional, while **form** implies depth, length, and width and is perceived as 3-dimensional (right, Michelangelo)



Basic Shape



Basic Shape



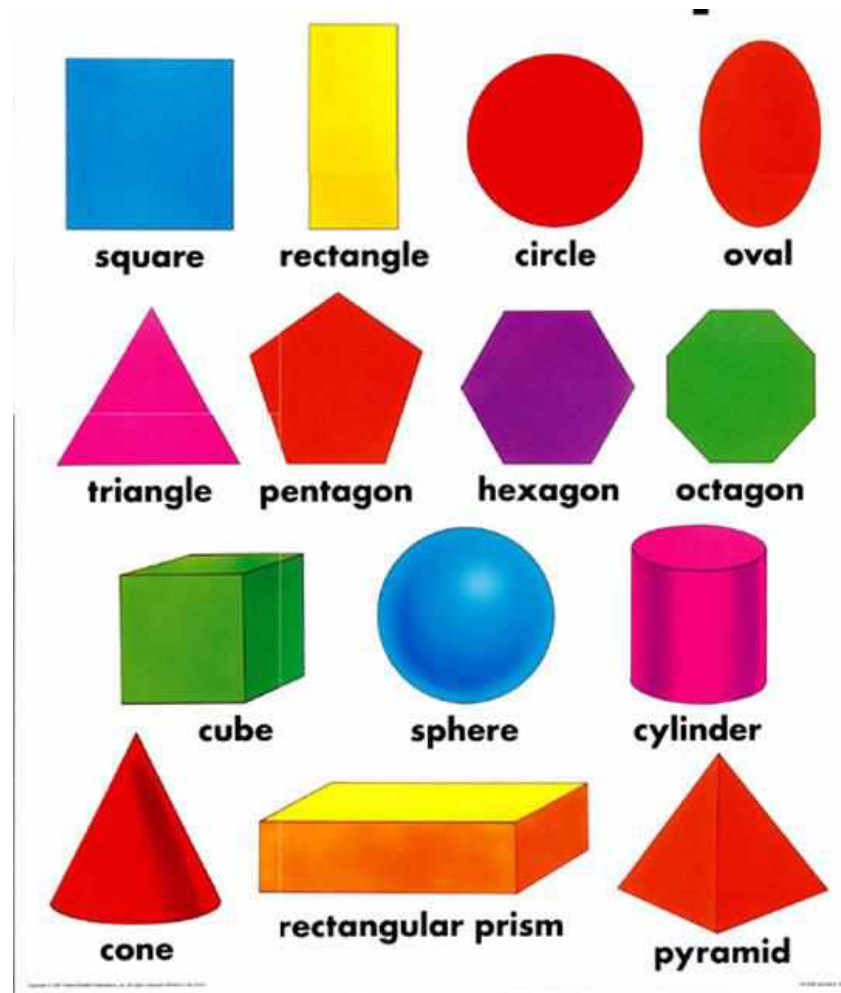
Types of shapes

Geometric: geometris adalah bentuk yang sudah dipikirkan banyak orang. bentuknya memiliki struktur yang konsisten. Contohnya hexagon, trapezium dsb

– **Natural:** Natural shapes. Umumnya tidak memiliki struktur yang konsisten dan biasanya terdapat di alam. Contohnya, batu, pohon, bulan, matahari dsb

– **Abstract:** bisa dikatakan gabungan atau bahkan melewati batasan natural dan geometric shape.

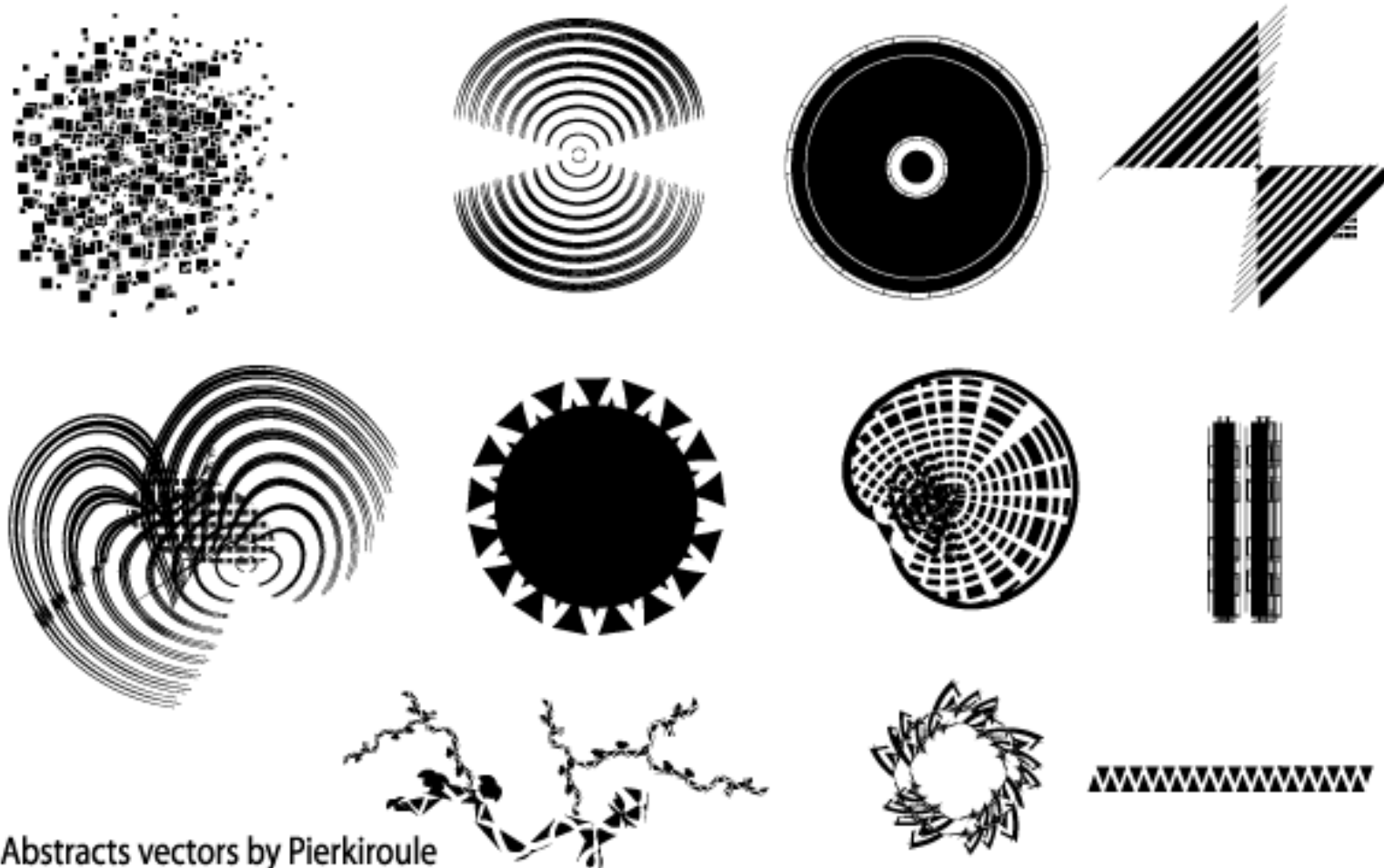
Geometric Shape



Natural/Organic Shape



Abstract Shape



Abstracts vectors by Pierkiroule

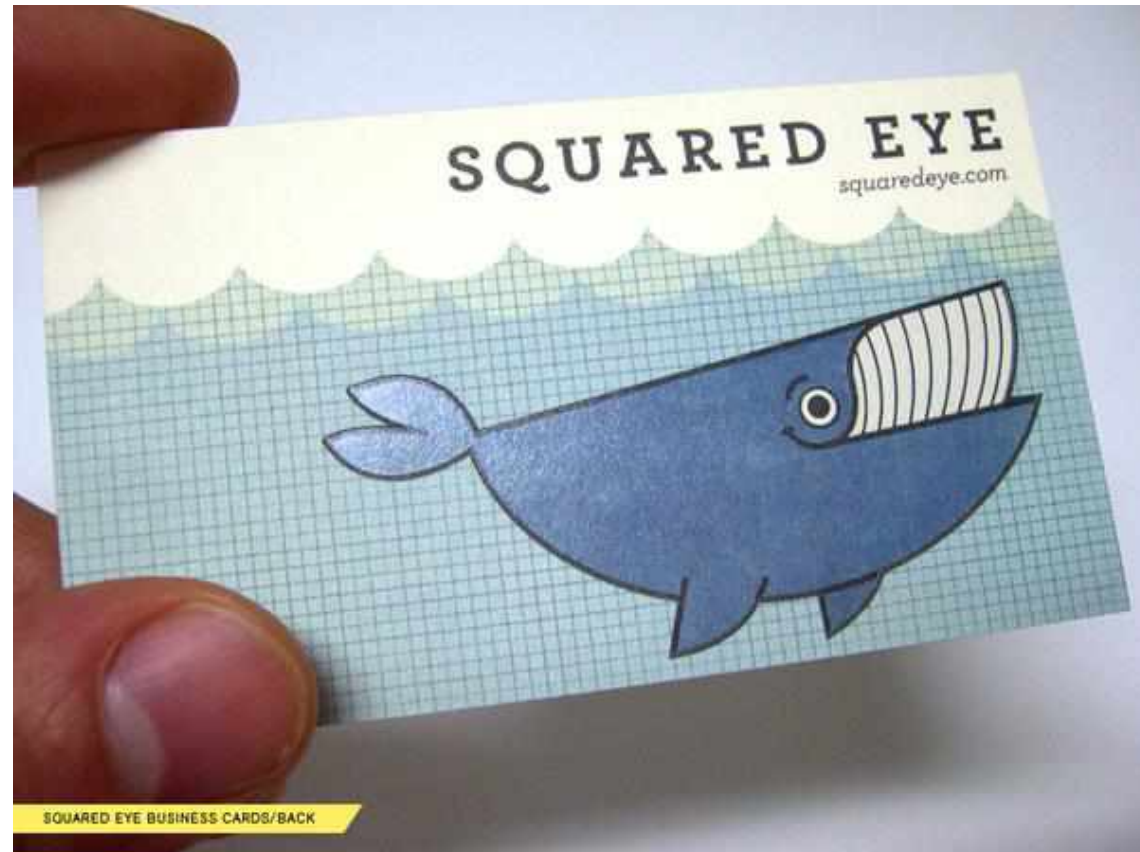
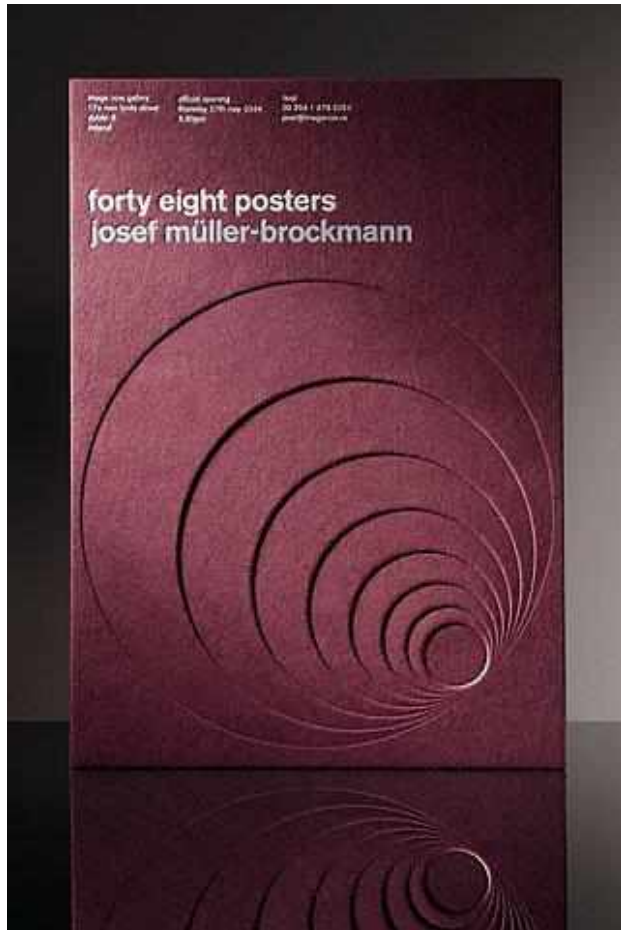
TEXTURE

- Texture merujuk pada dua hal. Yaitu permukaan desain atau penampilan visual.
 - Pada texture permukaan desain, audiens dapat merasakan dan menyentuh texture (unsur) permukaan bahan yang membuat unik yang membedakan dari elemen desain lainnya. Hal tersebut bisa dimulai dari pemilihan kertas dan bahan yang digunakan dalam desain.
 - Pada texture visual merujuk pada gaya design (penampilan visual texture) yang dapat berasal dari gambar, graphic, layered (lapisan gambar).

Texture



Texture



Texture



BASIC ELEMENT GRAPHIC DESIGN (II)

Size-Scale

Pattern

Color

Text

SIZE - SCALE



Size

You will read this
before you read this.

I met a **big** dog THE TEXT IN THIS CONTRAST IS INCREDIBLY **HUGE**

SMALL
BIG

Pattern



C
O
L
O
R

W
a
r
n
a



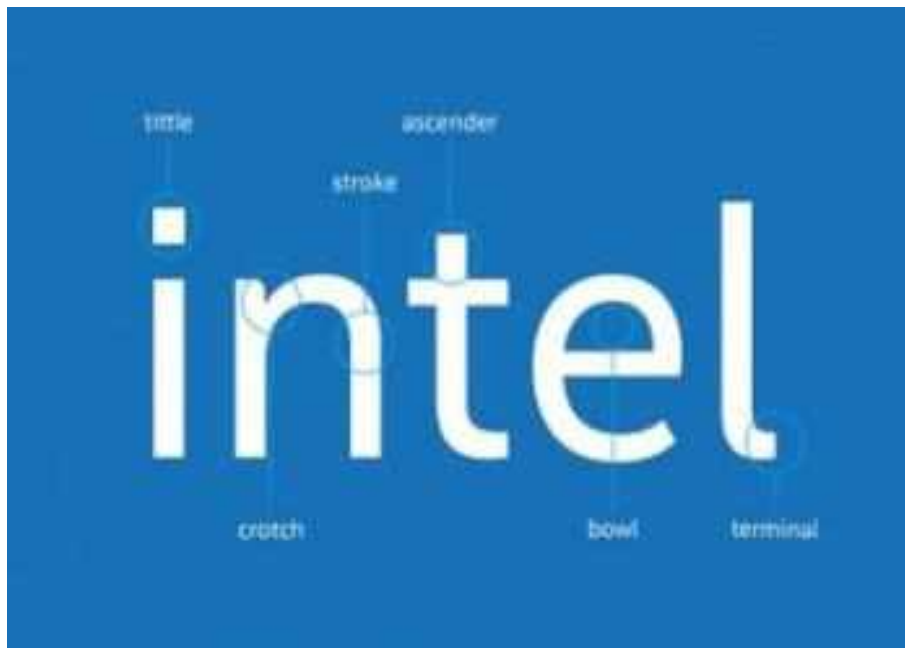
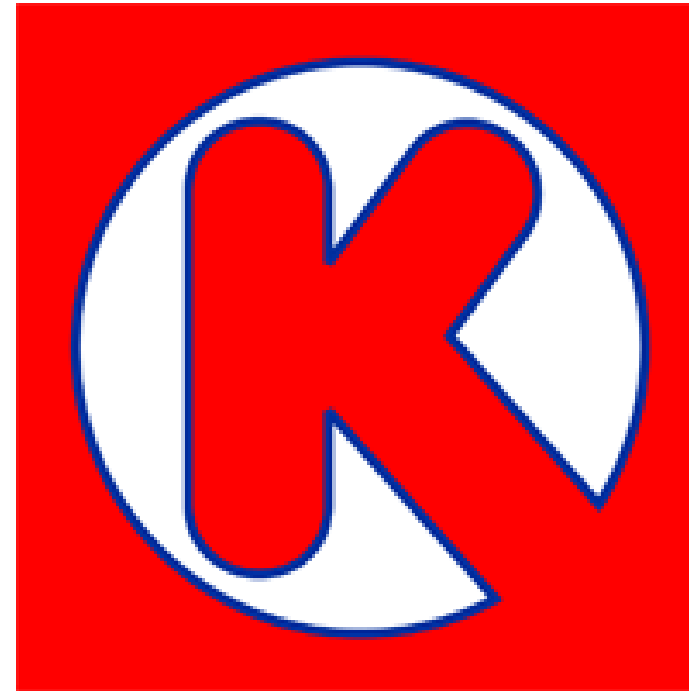
<p><i>blue</i></p> <p>TRUST SMART CALM FAITH NATURAL STABLE POWER</p>	<p><i>red</i></p> <p>LOVE IMMEDIACY ENERGY SALE PASSION ANGER HUNGER</p>	<p><i>black</i></p> <p>BOLD RICH POWER MYSTERY ELEGANCE EVIL STRENGTH</p>	<p><i>green</i></p> <p>SOOTHING ECO-FREINDLY NATURAL ENVY JEALOUSY BALANCE RESTFUL</p>
<p><i>yellow</i></p> <p>CHEER ATTENTION CHILDISH FRESH WARMTH ENERGY OPTIMISM</p>	<p><i>orange</i></p> <p>HEALTH ATTRACTION STAND OUT THIRST WEALTH YOUTHFUL HAPPINESS</p>	<p><i>pink</i></p> <p>TENDERNESS SENSITIVE CARING EMOTIONAL SYMPATHETIC LOVE SEXUALITY</p>	<p><i>purple</i></p> <p>ROYAL MYSTERIOUS ARROGANT LUXURY CHILDISH CREATIVE SADNESS</p>

COLOR EMOTION GUIDE

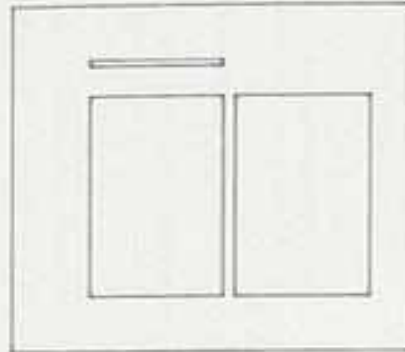




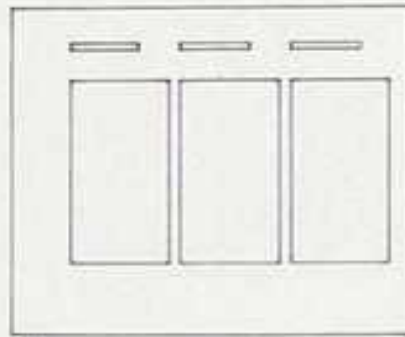
Text / Typography



Examples of type area design
with 2 and 3 columns

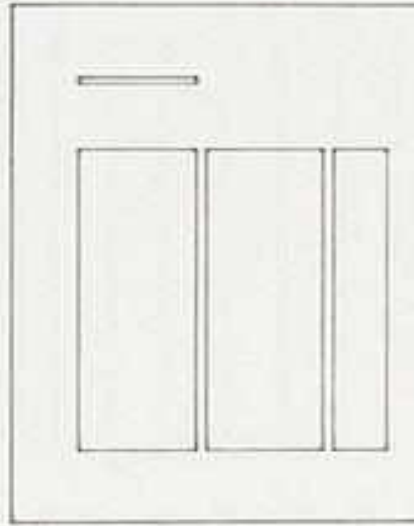


13

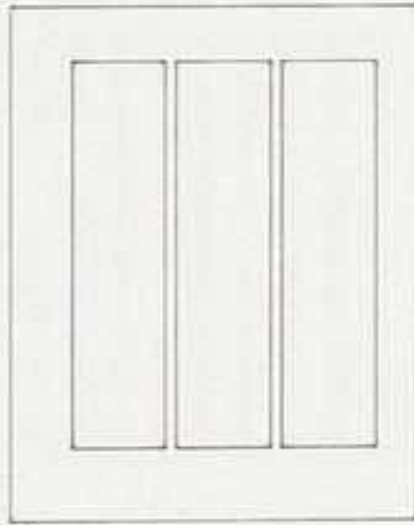


17

Beispiele der Satzspiegel-Gestaltung
mit 2 und 3 Spalten

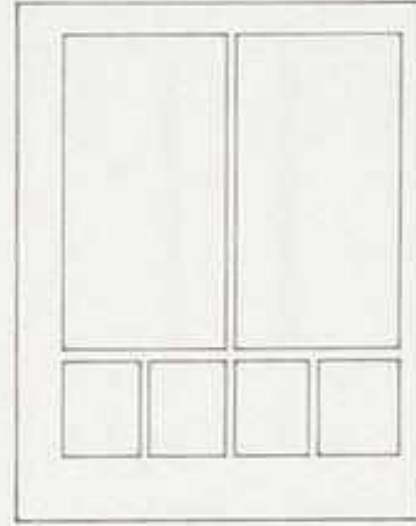


14

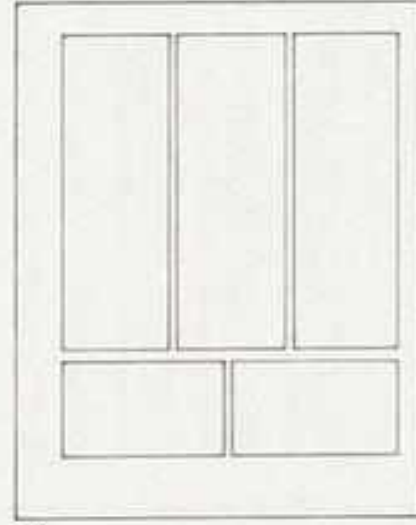


18

Examples of type area design
with 2 and 3 columns

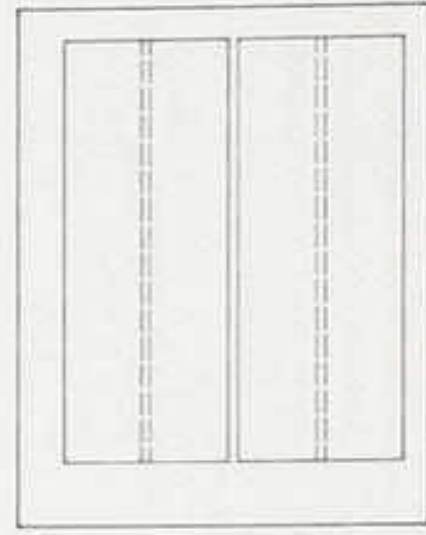


15

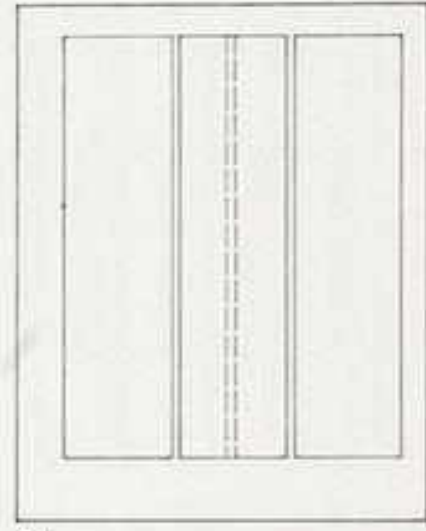


19

Beispiele der Satzspiegel-Gestaltung
mit 2 und 3 Spalten

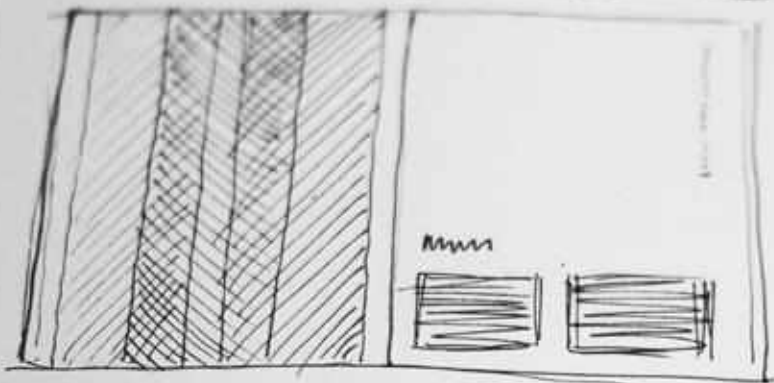


16

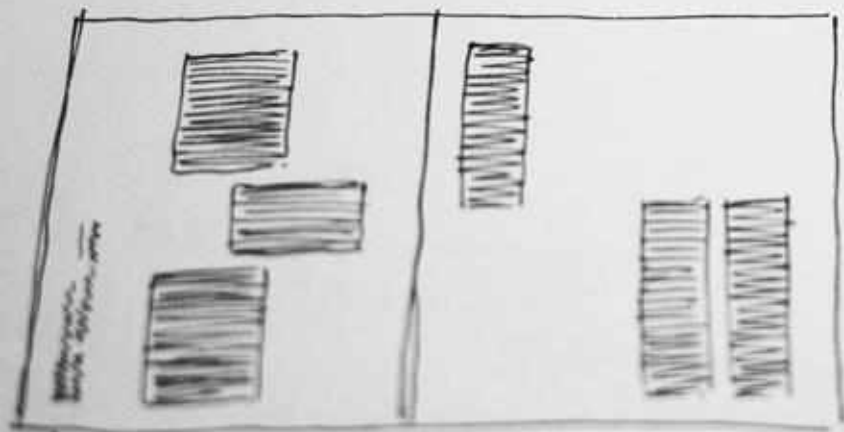
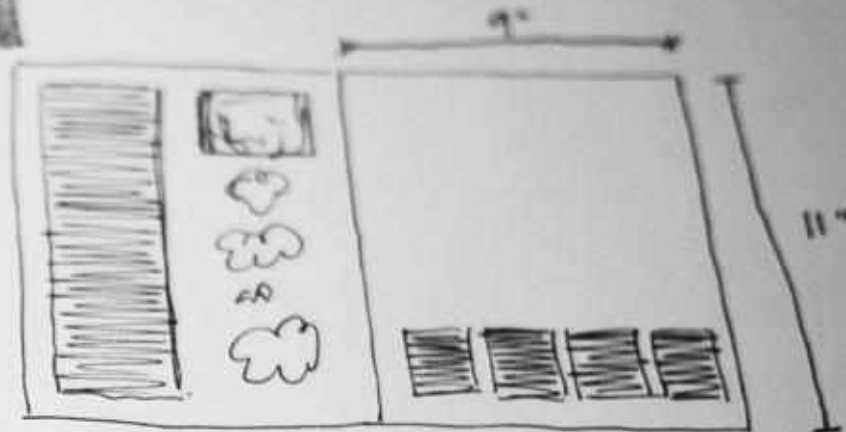


20

LAYOUT



OVERLAPPING 3 COLUMN GRID

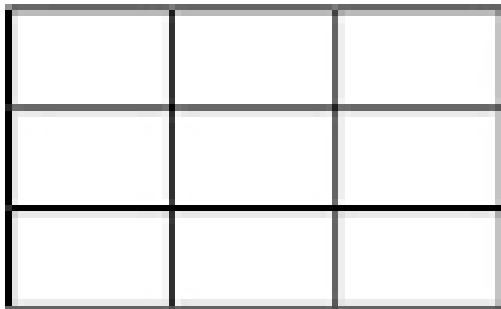


BUILD IN QUOTES/ITALICS & REFERENCES

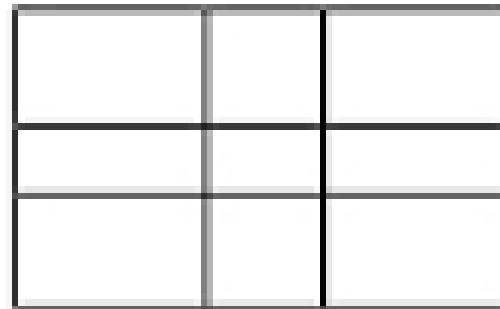


Golden Ratio/ Composition/Proportion

GOLDEN PROPORTIONS



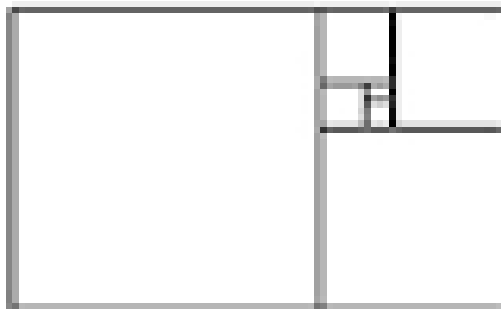
Rule of Thirds



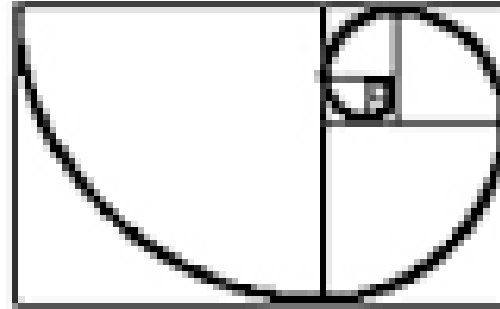
Golden Section



Golden Triangles



Spiral Section



Golden Spiral



Harmonious Triangles

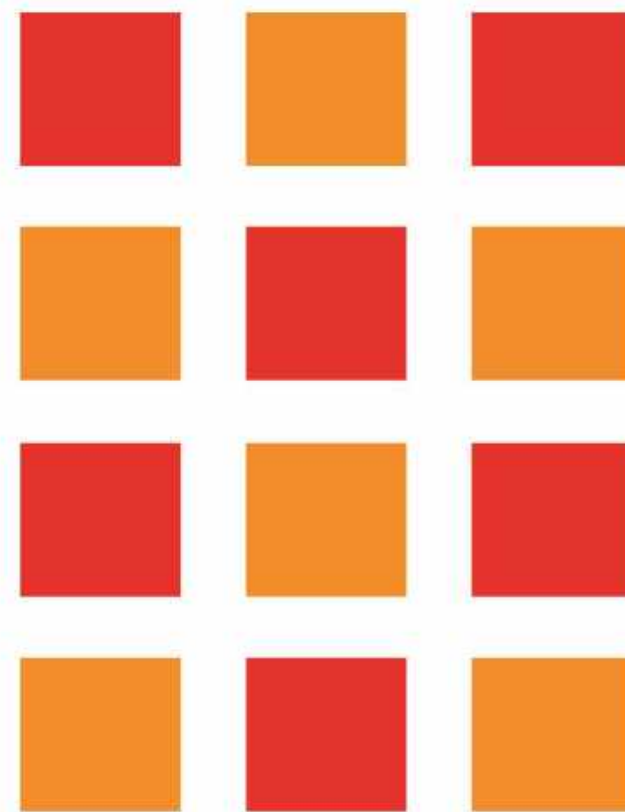
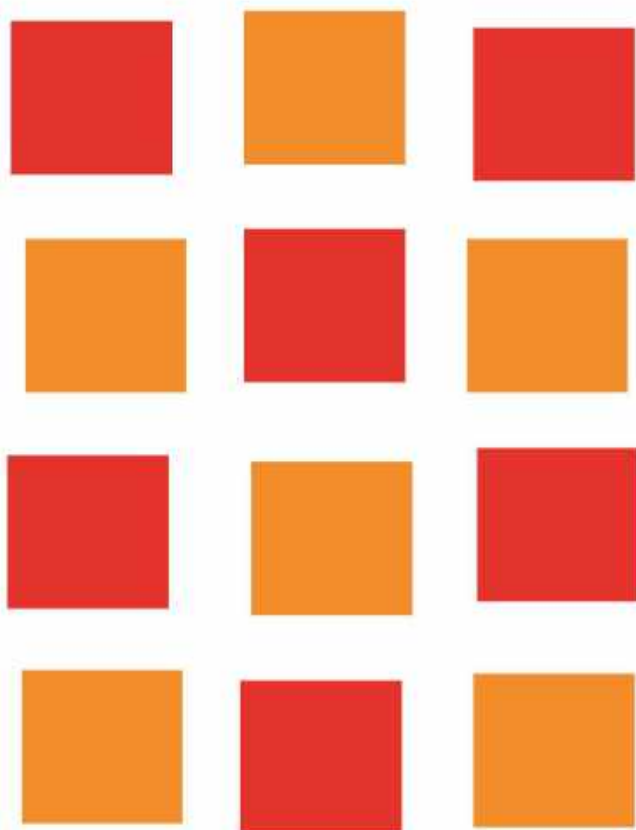


BASIC PRINCIPLES DESIGN

- ***ALIGN***
- ***CONTRAST***
- ***BALANCE***
- ***REPETITION***
- ***PROXIMITY***

ALIGN (Selaras)

- ▶ Cara desainer untuk mengorganisasikan elemen elemen desain grafis
- ▶ Align (menyeleraskan) elemen atau aset aset desain grafis memungkinkan untuk membentuk keterhubungan visual (connection visual) antara elemen.



ALIGNED



vs.

NOT ALIGNED



Blogging
Bookshelf
com

ALIGNMENT

JUSTIFY JUSTIFY

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem ipsum. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem ipsum.

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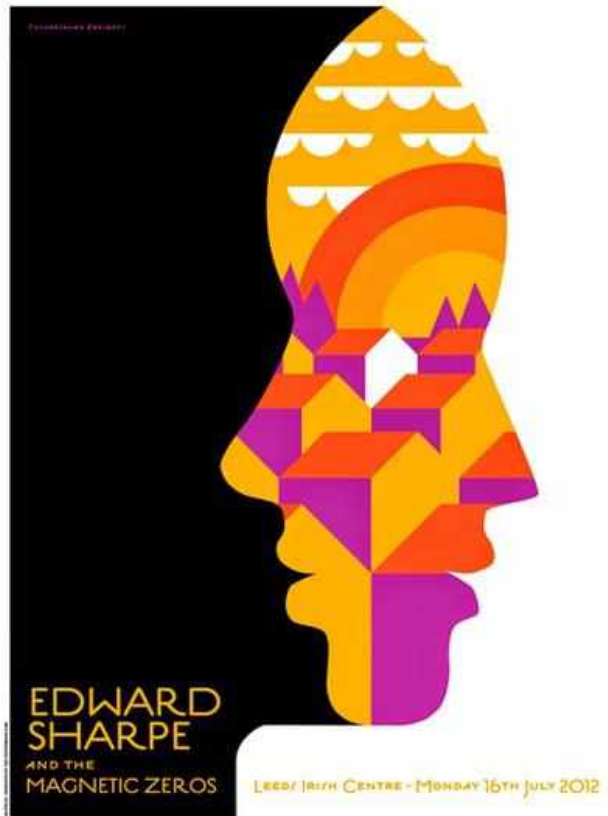
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CONTRAST

- ▶ Pada dasarnya contrast membantu desainer memberikan penekanan serta memberikan kesan pembeda dalam elemen desain
- ▶ Contrast = juxtaposition dari elemen yang berlawanan (bisa dilihat dari warna, intensitas, align, direction horizontal ataupun vertical dsb)

contrast



Contrast in size

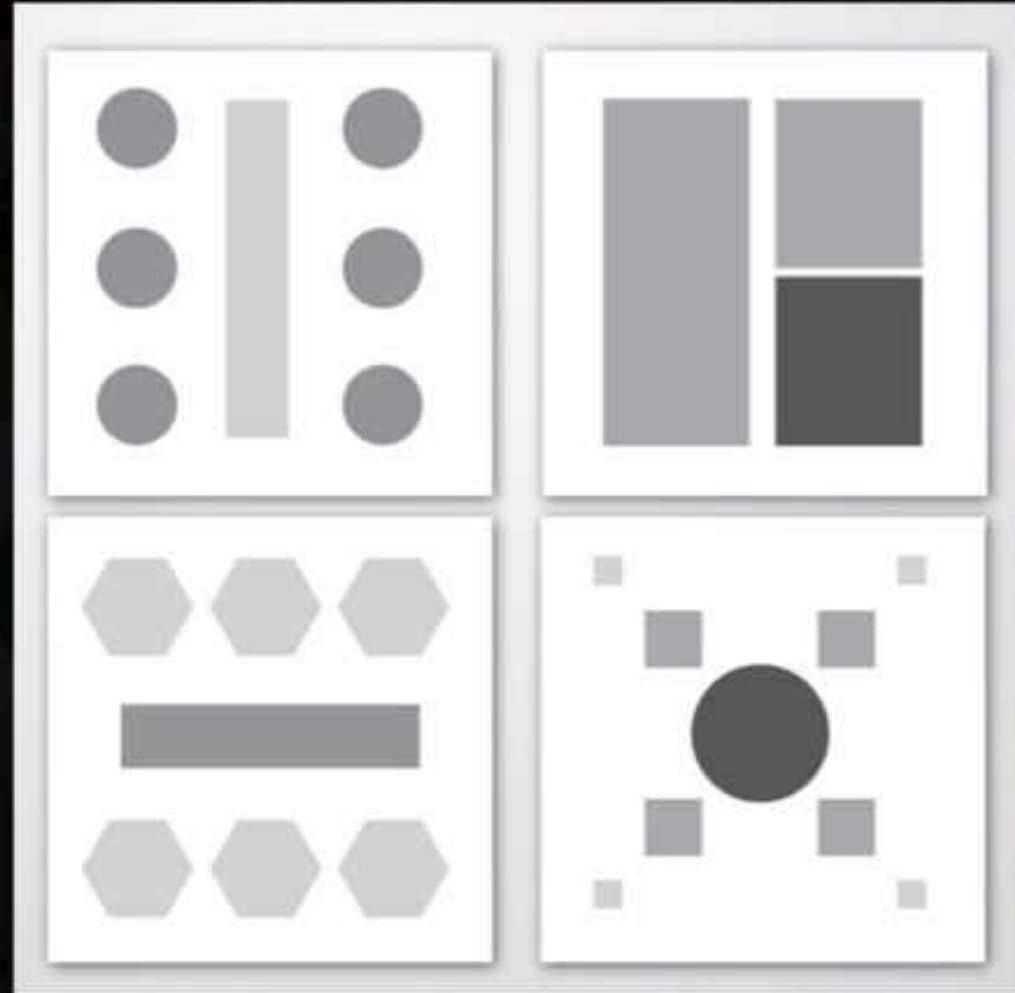


BALANCE

- Prinsip keseimbangan dalam desain grafis memberikan kesan kestabilan dan strukturisasi
- Distribusi komposisi berat akan lebih baik dan terkomunikasikan dengan jelas sehingga membantu komposisi dari elemen elemen serta ases/shape desain
- Konsep balance dapat memberikan desain lebih powerful dan tidak memberikan kesan kosong.

Balance

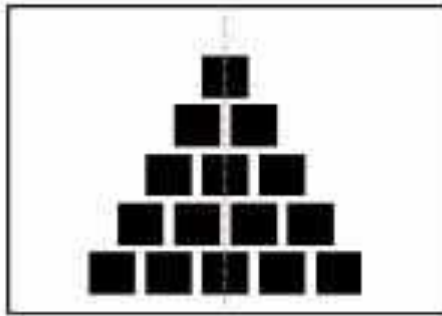
Balance in graphic design can be achieved by adjusting the visual weight of each element, in terms of scale, color, contrast, etc.



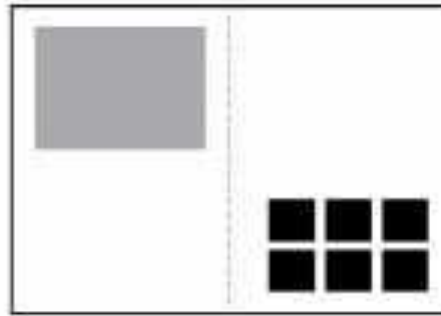
Principles of Design

BALANCE

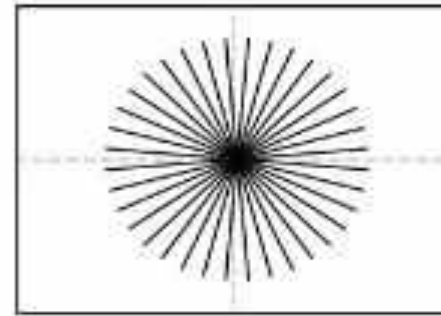
Balance Using Shapes



SYMMETRICAL BALANCE



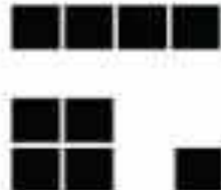
ASYMMETRICAL BALANCE



RADIAL BALANCE



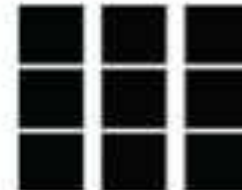
Hierarchy



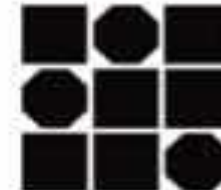
Proximity



Contrast



Alignment



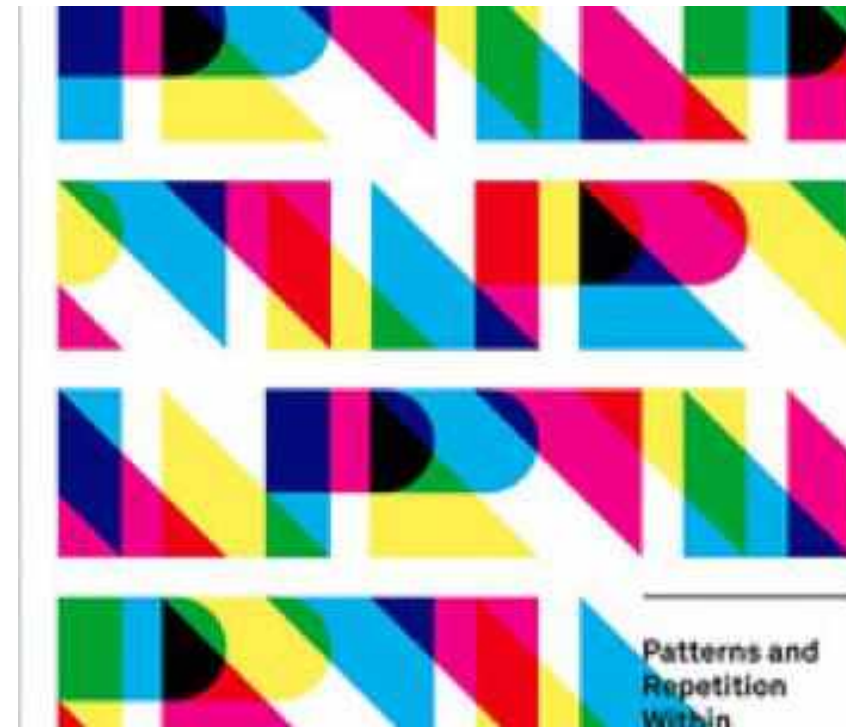
Repetition



REPETISI

- REPETISI (Pengulangan) membantu menguatkan pesan dan elemen desain
- Membentuk konsistensi pesan dan desain
- Repetisi bisa membantu membentuk “irama” desain (rhythm)

REPETISI



Items related to each other
should be grouped close together.

When
several items
are in

close proximity
to each other,
they become

**one
visual
unit**

rather

than

several

separate

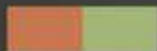
units

Proximity
This helps organize

information and reduces clutter.

CONTRAST

COLOR



TO NE/VALUE



SIZE/SHAPE



DIRECTION

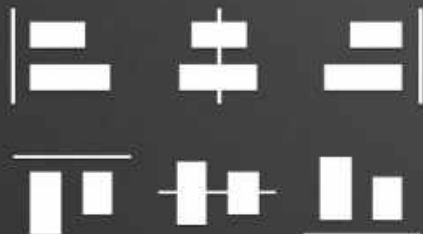


Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.



PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



a handy *paperleat* resource

Kesimpulan

Kesimpulan

- Desain yang baik adalah desain yang mampu mengakomodasi prinsip dasar komunikasi (makna dari pesan tersampaikan).

Terima Kasih



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