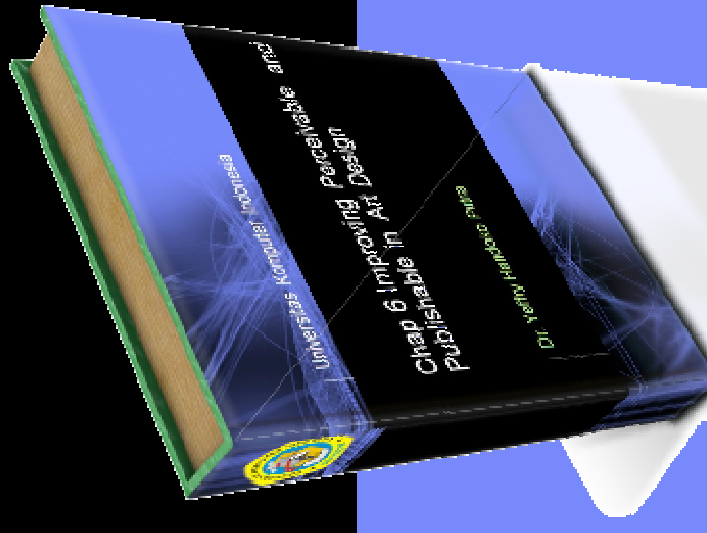


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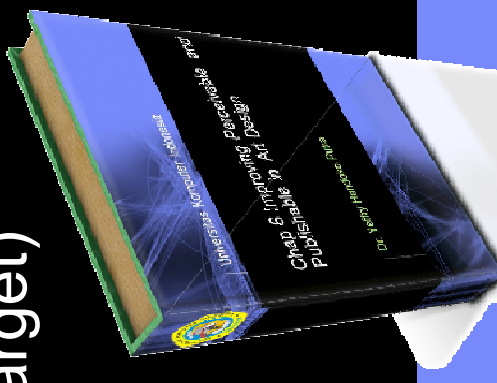
# Chap 6 Improving Perceivable and Publishable in Art Design

Dr. Yeffry Handoko Putra



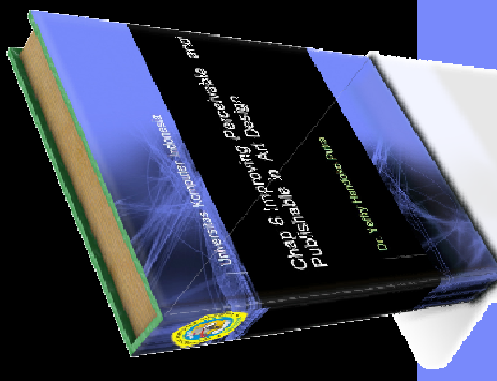
# Perceivable as

- Esthetic (Color : Reality, Nature; Shape: Abstract)
- Themes
  - Skin (hand phone, background multimedia)
  - Template (blog, wordpress)
- Symbol
- Symmetry in Design
- Business Function (Promotion, Marketing target)
- Illusion



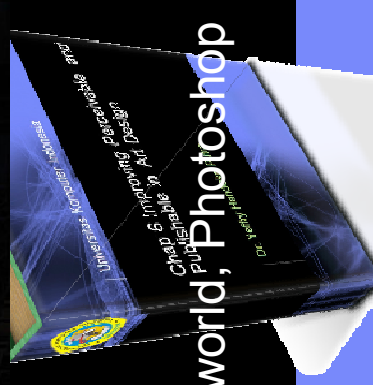
# Performance of Perceivable Improvement

- Detailing
- Usability (ease, modify and correction)
- Finish ability / Updatability
- Searchable
- Accountability
- Fulfill Segment Expectation
- Quality in reproduce



# Esthetic- Color, Shape

- Reality - Fantasy



Software: 3D Max, Maya, Mojoworld, Photoshop

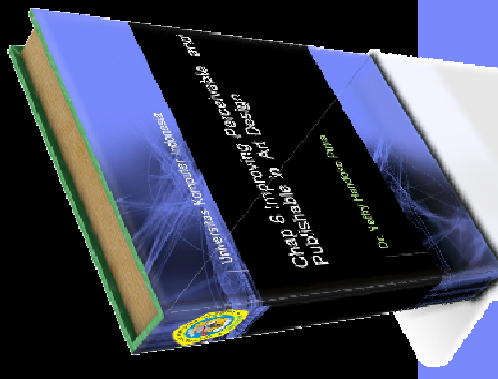


# Esthetic

- Nature



E.g.: Pre Wedding



# Themes

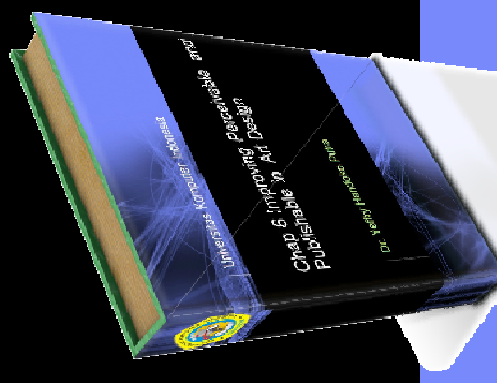
- Skin of Model Design



Phone cell Back side

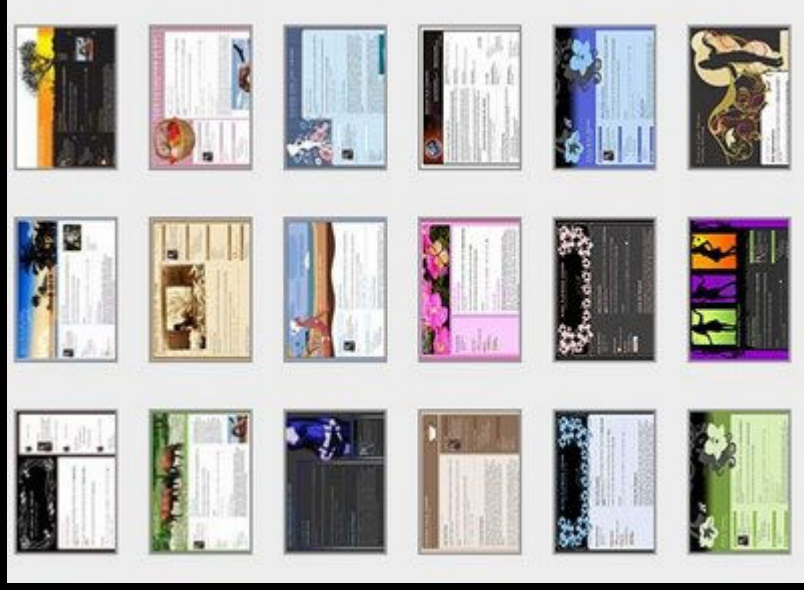


Laptop Back side



# Themes

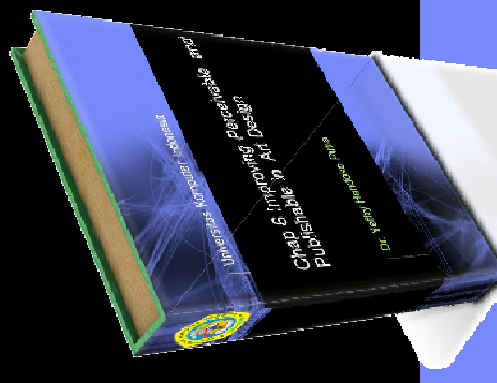
## ■ Web Template



## Blog Template

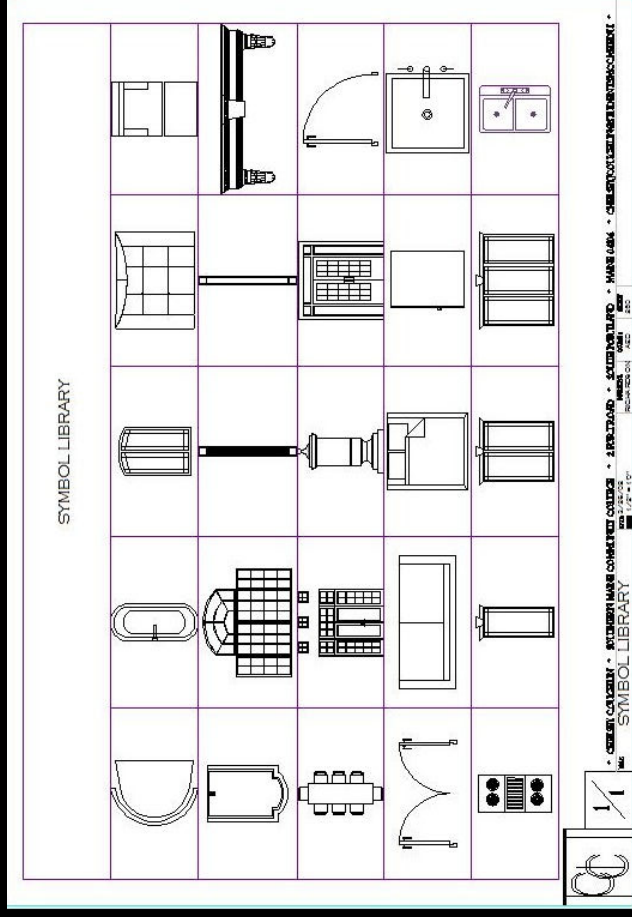
- Example:
- E-gallery Template
  - E-Commerce Template

- Create Blog Template
- Bloggeryard

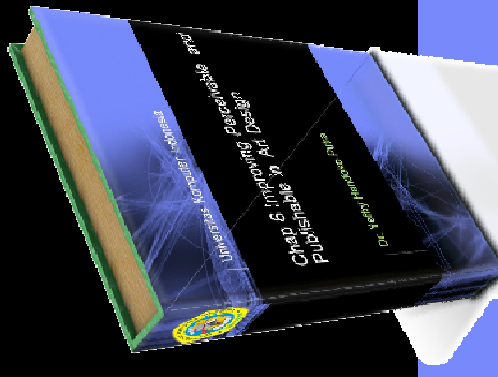


# Themes

- 2D and 3D Template



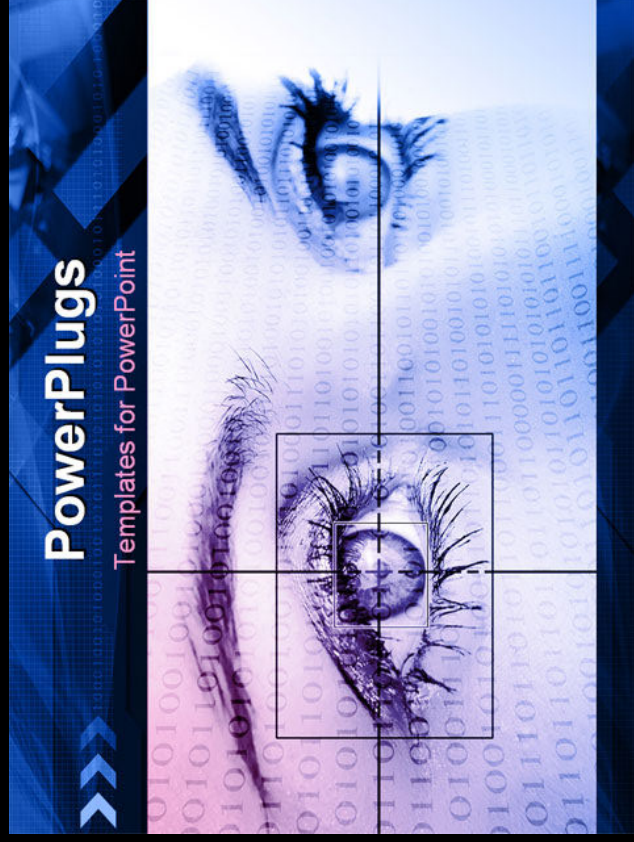
## Symbol Library for Autocad



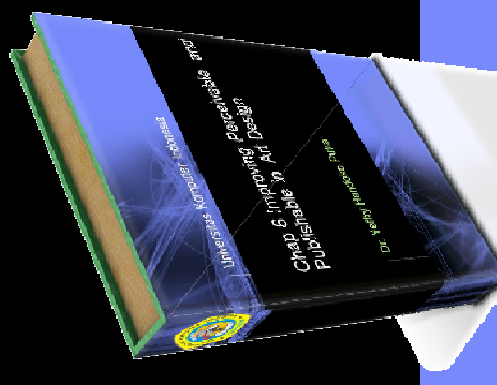


# Themes

- Presentation



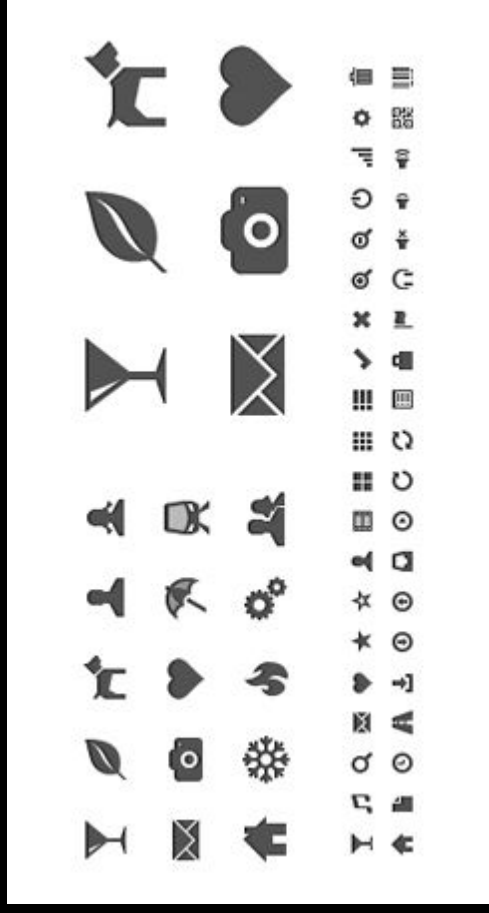
Powerpoint Template



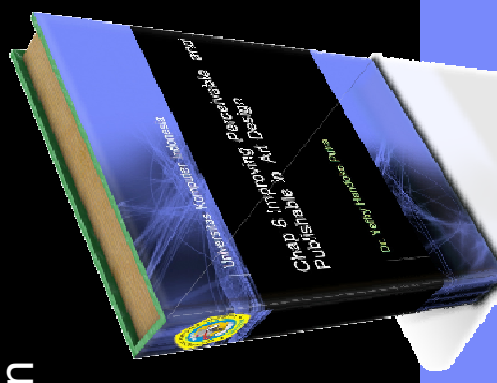
# Symbol



Window 7 Mouse pointer



Glyph Icon

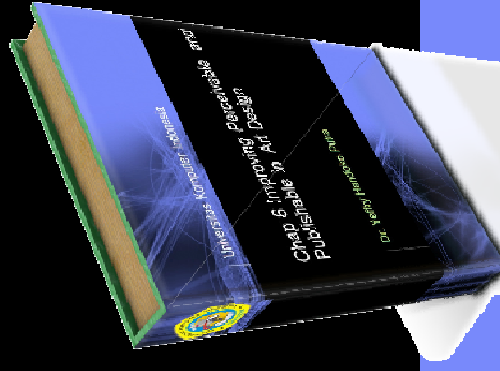




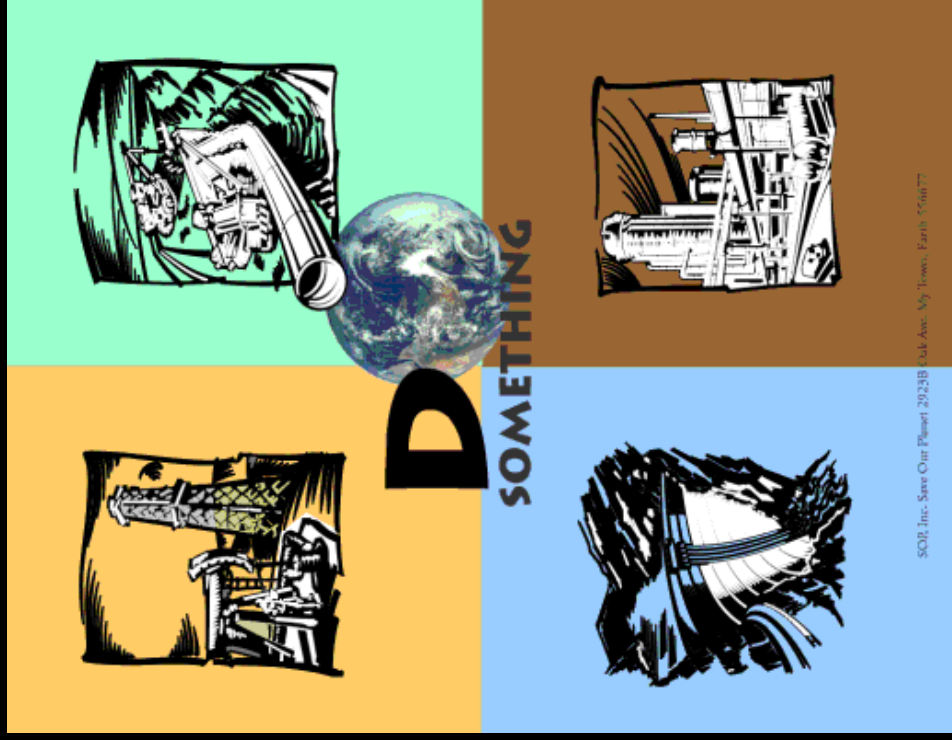
# Pattern



Indonesia Batik



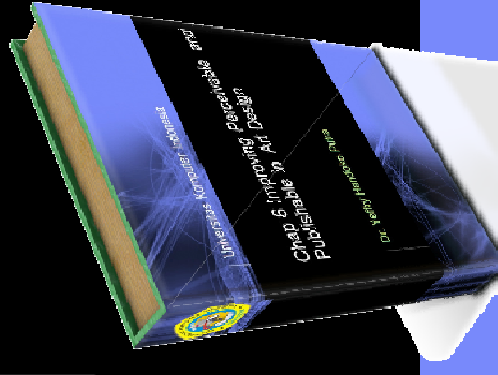
# Symmetry



## Symmetrical balance



## Asymmetrical balance



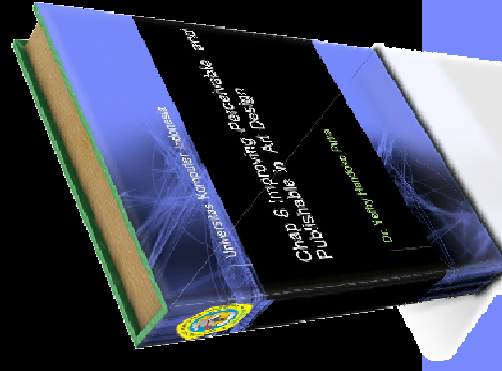




# Symmetry



# Radical Balance



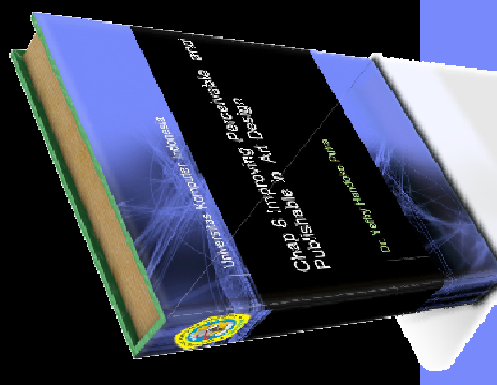
# Dynamic Balance

# Illusion

## Ambiguous Figure

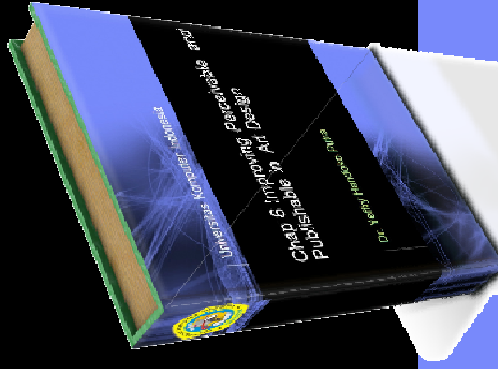
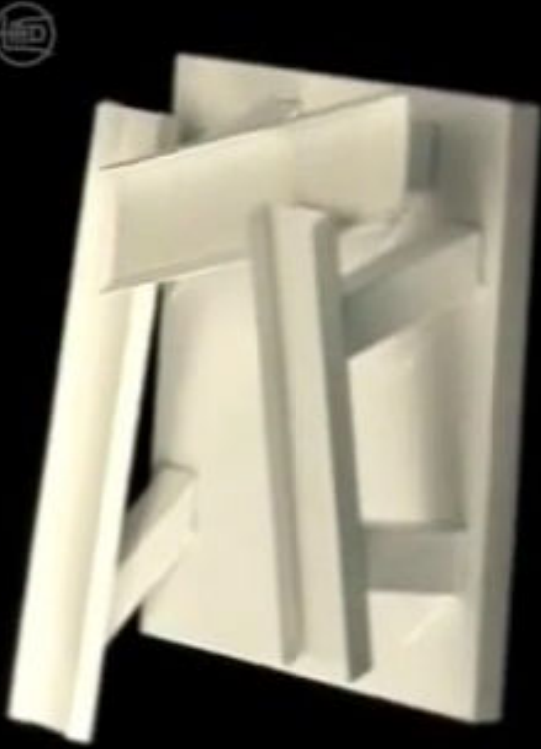


## Multiple Figure

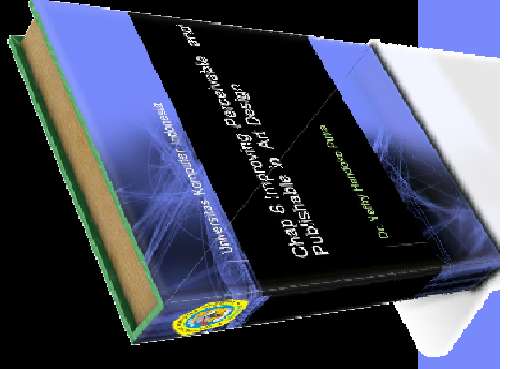




# Illusion





[illegible]





# Business Function : Promotion



**Sandwich**

**Cake & Pastry**

- Croissant Cheese 15.5
- Puff Apple 12.5
- Tiramisu 18.0
- Wet Chocolate 17.0
- Lasagna Lambretta 25.5
- Brownies Lozatto 14.5
- Puding Coffee 9.0



**Pies**

- Chicken Muggert 14.0
- French Fried Plain 12.5
- French Fried BBQ 14.5
- French Fried Cheese 14.5
- French Fried Mix 15.0
- Onion Ring 12.5



**Sandwich**

- Beef | Cheese | Chicken 22.0
- Tuna | Egg 23.0
- Single 25.5
- Combo
- Mix



**Croissant Cheese**



**Salad**

- Beef | Cheese | Chicken 17.0
- Tuna | Egg 18.5
- Single 21.0
- Combo
- Mix
- Fresh Garden Salad 15.0
- Fruit Salad 12.5



**Pancake**

- Pancake Triple 10.0
- Pancake Big Five 15.0
- Choco | Strawberry | Vanilla

**Dorayaki**

- Choco | Strawberry | Vanilla 9.0
- Beef | Cheese 11.0
- Beef | Cheese 12.0

**Pizza**

- Small 15.0
- Medium 22.0
- Large 35.0

**Omelette**

- Beef | Cheese | Tuna | Chicken 12.0
- Single 13.0
- Double 14.0
- Triple

**Main Course**

- Chicken Katsu 13.0
- Mix Katsu 17.0
- Chicken Gordon Bleu 25.0
- Miegetty Bolognaise 14.0
- Chicken Teriyaki 13.5
- Honeydew Fried Chicken 13.5
- Kelao Fried Rice 13.5
- Seafood Fried Rice 15.0

**Stishta**

- Cappuccino 23.0
- Mint 23.0
- Chocolate 23.0
- Grape 23.0

**Get the coffee, get the pastry, get the cozy.**



**Lasagna Lambretta**



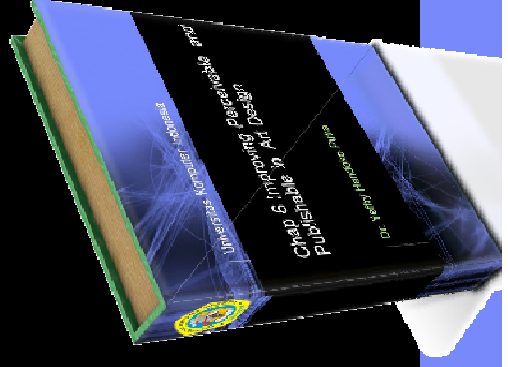
**Chicken Gordon Bleu**



**Sweet Dorayaki**



**Onion Ring**

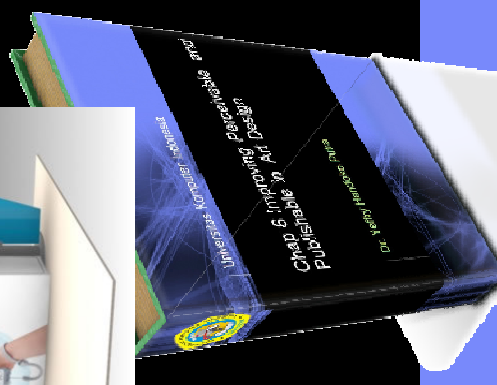


## Food Menu

# Business Function : Segmentation (marketing target)



Booth Design



# Business Function : Segmentation (marketing target)



Booth Design