



Universitas Komputer Indonesia

Chap 6 Improving Perceivable and Publishable in Art Design

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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



E.g.: Pre Wedding



Themes

- Skin of Model Design



Phone cell Back side

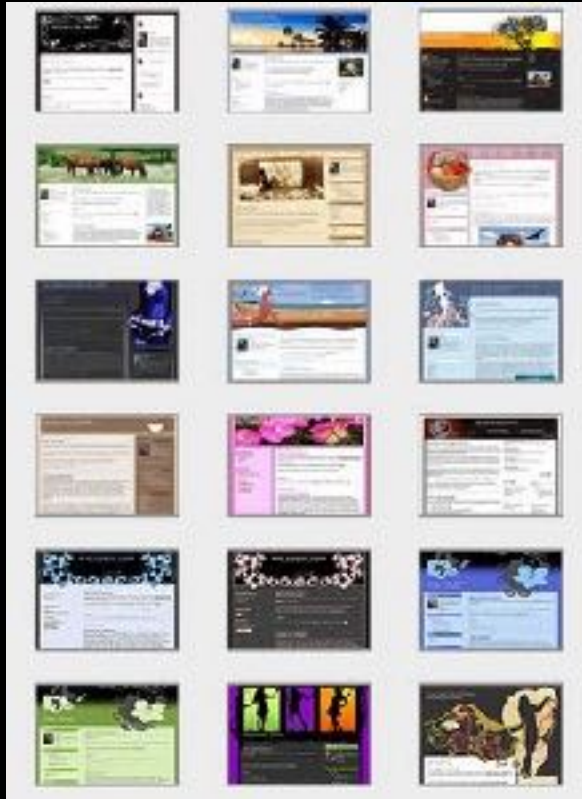


Laptop Back side



Themes

■ Web Template



Blog Template

Example:

- E-gallery Template
- E-Commerce Template

Create Blog Template

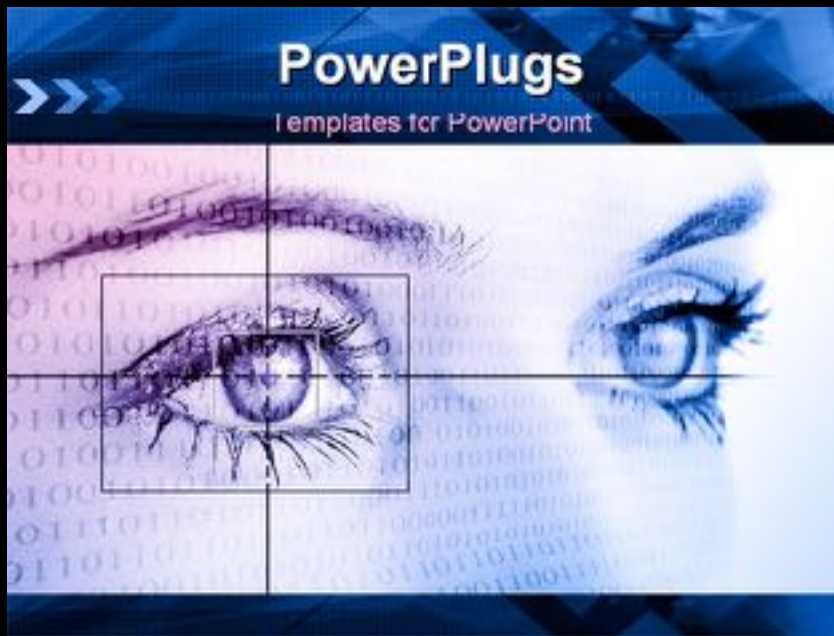
- Bloggeryard



[illegible]

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



Business Function : Promotion



Leaflet



CD Cover



Book Cover



IT in Art Design



Food Menu

Business Function :
Segmentation (marketing target)



Booth Design



Business Function :
Segmentation (marketing target)



Booth Design