

**THESIS**  
**CONTENT CREATOR ARTIST SCHEME**  
**VISUAL DESIGN PROCESS IN FY! INTERNAL MAGAZINE**

**(Task Claim Path)**

Submitted as one of the conditions for achieving a degree  
Bachelor Degree (S1) in the Communication Studies program  
Yogyakarta Amikom University



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## PREFACE

Thank God, Alhamdulillah for the presence of Allah SWT who has bestowed His mercy and grace on all of us so that we can complete the thesis submitted as one of the requirements for completing the undergraduate program (S1) in the Communication Sciences study program at Amikom University, Yogyakarta.

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## TABLE OF CONTENTS

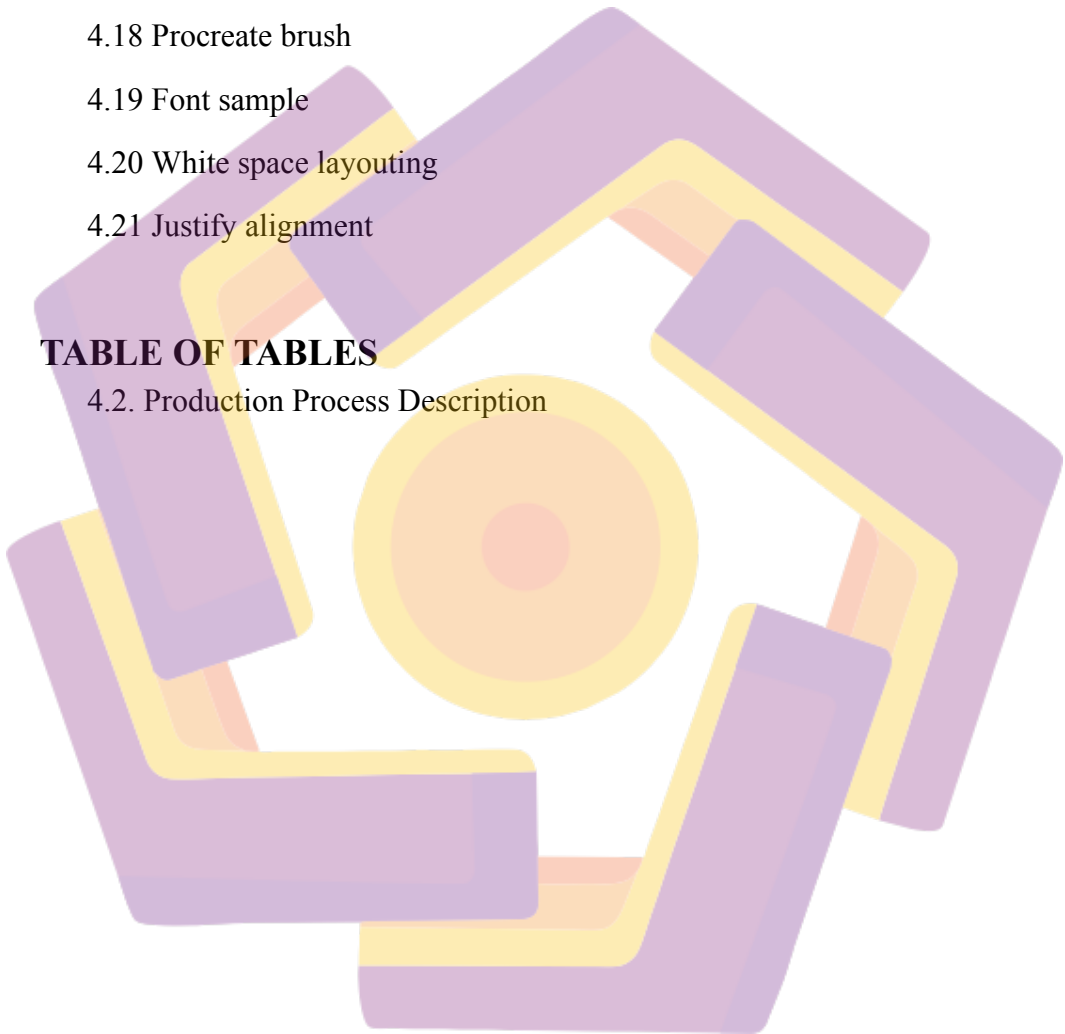
<b>TABLE OF CONTENTS.....</b>	<b>v</b>
<b>TABLE OF IMAGES.....</b>	<b>vii</b>
<b>TABLE OF TABLES.....</b>	<b>vii</b>
<b>ABSTRACT.....</b>	<b>viii</b>
<b>ABSTRAK.....</b>	<b>ix</b>
<b>CHAPTER I.....</b>	<b>1</b>
1.1. Background.....	1
1.2 Problem Focus and Problem Formulation.....	6
1.3 Objectives.....	6
1.4. Benefits.....	7
<b>CHAPTER II.....</b>	<b>8</b>
2.1 Work Reference.....	8
2.2 Theoretical Basis.....	12
2.2.1. Graphic Design	12
2.2.2 Color	12
2.2.3 Logo	13
2.2.4 Typography	14
<b>CHAPTER III.....</b>	<b>16</b>
3.1. Description of Work Design.....	16
3.1.1 Content Title and Content Creator Category	17
3.1.2. Content Formats	17
3.1.3. Format Media	17
3.1.4. Content Volume	17
3.1.5. Target Audience	17
3.1.6. Publishing Period	18
3.2. Description of the Message Content of the Work.....	18
<b>CHAPTER IV.....</b>	<b>19</b>
4.1. Description of Work.....	19
4.1.1. Logo	19
4.1.2. Color	22
4.1.3 Typography and Layout	27
4.2 Production Process Description.....	38

4.3 Constraints and Problem Solving.....	39
<b>CHAPTER V.....</b>	<b>41</b>
5.1. Conclusion.....	41
5.2. Suggestion.....	41
<b>REFERENCES.....</b>	<b>42</b>
<b>ATTACHMENT.....</b>	<b>46</b>
1. Work result.....	46
2. Equipment and Properties Requirements.....	64
3. Work Progress Timeline.....	64
4. Documentation.....	66

## TABLE OF IMAGES

2.1. Work reference, UMagazine	8
2.2. Work reference, zine	9
2.3. Typography, Perpetua font	15
4.1. Logo process	19
4.2. FY! logo	20
4.3 University of Amikom Yogyakarta logo	22
4.4 University of Amikom Yogyakarta building	23
4.5 FY! color scheme	23
4.6 White and yellow on black background	25
4.7 Yellow and white on purple background	25
4.8 Black on white background	26
4.9 Color grouping 1	26
4.10 Color grouping 2	27
4.11 Basic layout design	29
4.12 Vision and mission layout	30

4.13 Article title layout	31
4.14 Subtitle article title layout	32
4.15 Content layout	32
4.16 Subtitle article title layout	33
4.17 Subtitle article title layout	33
4.18 Procreate brush	35
4.19 Font sample	35
4.20 White space layouting	36
4.21 Justify alignment	37
<b>TABLE OF TABLES</b>	
4.2. Production Process Description	38



## ABSTRACT

Internal press media is a communication tool that can be used by an organization so that it can minimize miscommunication and can also build an image within the organization itself. The creation of FY! magazine as the internal media of the Communication Studies study program, Amikom University, Yogyakarta, it is hoped that it can help to maintain good communication for staff as well as students. In order to achieve well, of course the media needs to be well designed and structured so as not to cause problems in the future. The entire design process for this magazine is divided into three, pre-production or research, design stage production as well as post-production or publishing. As a work reference, the author uses internal magazines from other campuses as well as zines. Based on the theory of graphic design, color, layout, and typography, the author compiled this work. This was then helped by the application of a logo, color scheme, as well as typography and layout with the end result being an internal magazine in digital, high resolution PDF format.

Keywords : Visual Design, Internal Magazine, Digital Media



## ABSTRAK

*Media pers internal merupakan alat komunikasi yang dapat digunakan oleh suatu organisasi sehingga dapat meminimalisir miskomunikasi dan juga dapat membangun citra dalam organisasi itu sendiri. Penciptaan FY! sebagai media internal program studi Ilmu Komunikasi Universitas Amikom Yogyakarta, diharapkan dapat membantu terjalannya komunikasi yang baik bagi staf maupun mahasiswa. Agar tercapai dengan baik, tentunya media perlu dirancang dan ditata dengan baik agar tidak menimbulkan masalah dikemudian hari. Keseluruhan proses desain majalah ini dibagi menjadi tiga, pra produksi atau penelitian, tahap desain produksi serta pasca produksi atau penerbitan. Sebagai referensi kerja, penulis menggunakan majalah internal kampus lain maupun zine. Berdasarkan teori desain grafis, warna, tata letak, dan tipografi, penulis menyusun karya ini. Hal ini kemudian terbantu dengan penerapan logo, skema warna, serta tipografi dan layout dengan hasil akhir berupa majalah internal dalam format PDF digital beresolusi tinggi.*