

CHAPTER V

CLOSING

5.1. Conclusion

Throughout this thesis, the writer has explored the steps involved in crafting a cap publication that not only informs and engages but also reflects the unique identity and values of our organization, which is the Communication Science Study Program of the University of Amikom Yogyakarta. The writer has examined the significance of layout from the extensive research and brainstorming to make several crucial elements such as : typography, color schemes, and visual elements in capturing the attention of the audience. The end result of the process is a 70 page internal magazine titled FY! in a high resolution PDF format for the distribution convenience. The design process has also taught us the value of collaboration and the strength that arises from diverse perspectives.

5.2. Suggestion

For other scholars alike from the Communication Study Program, with this design it is hoped that it will help students to become learning material regarding the importance of visual communication as well as public relations so that it can be implemented in people's lives. As we see above, internal public relation is very important for every organization, hence for the Communication Science Study Program of the University of Amikom Yogyakarta, the writer suggests that the university take this as an opportunity to make a real internal magazine