



ABSTRAK

Muhamad Riza Alkhaqi 2019, Penyusunan Tugas Akhir Karya Seni desain grafis ini bertujuan untuk sebagai penambahan media promosi online yang selama ini belum dimiliki oleh Carnos Jeans, Proses perancangan media promosi ini melalui tahapan pengumpulan data, analisis data, kemudian dilanjutkan dengan visualisasi desain.

Pada visualisasi desain dengan tahapan pembuatan *Layout design*, Fotografi hingga *Final Design*. Unsur-unsur yang digunakan pada rancangan media promosi *online clothing* ini diantaranya adalah verbal meliputi kepala berita (*headline*), penjelasan kepala berita (*subheadline*), teks (*bodycopy*), serta visual/*design* meliputi penjelasan desain secara keseluruhan, tipografi, warna dan komposisi.

Hasil dari perancangan media promosi berupa media Utama (*prime media*) yang digunakan yaitu *Website*, *Market Place*, dan sosial media, *Facebook*, *Instagram*, sedangkan Media Penunjang (*supporting media*) antara lain *Stiker*, *Kemasan/Packaging* dan *T-shirt*..





ABSTRACT

Muhamad Riza Alkhaqi 2019, The objective of the research on graphic design work of art was to add the online promotional media that Carnos Jeans has not yet had. The process of designing this promotional media was through the stages of data collection, data analysis, and design visualization. In design visualization, it took a few stages such as making layout designs, and photography to final design. The elements used in the design of this online clothing promotion media, among others were verbal covering the headline, sub-headline, text (body copy), and visual or design including an explanation of the overall design, typography, color and composition. The results of the design of promotional media in the form of prime media used were Website, Market place, and social media, Facebook, Instagram, while supporting media included stickers, packaging and T-shirts.

Keywords: online promotional media, design visualization, online clothing promotion media

