

**TOR MATA KULIAH STUDIO DKV-2  
PROGRAM STUDI DESAIN KOMUNIKASI VISUAL  
FAKULTAS DESAIN-UNIKOM**

MATA KULIAH : Studio Desain Komunikasi Visual-2  
TUGAS : Merancang Infografis (Buku Infografis)  
SIFAT : Kelompok (3 Orang) & Individu  
UKURAN : 30 X 30 CM (*HARD COVER*)

**DESKRIPSI TUGAS:**

Mahasiswa diminta membuat infografis satu objek yang ditentukan sesuai tema kelas. Tugas dikerjakan berkelompok dengan ketentuan berikut: pencarian, data observasi, analisis, strategi kreatif sampai pendekatan verbal dilakukan bersama, sementara pendekatan visual dan visualisasi dilakukan perindividu Mahasiswa.

**TEMA KELAS:**

DKV 1 (Terminal), DKV 2 (Sarana olah raga), DKV 3 (Kecamatan),  
DKV 4 (Rumah Sakit), DKV 5 (Pasar Tradisional), DKV 6 (Museum), DKV 7 (Pendidikan), DKV 8 (ruang pertunjukan).

**DAFTAR ISI BUKU:**

1. Cover depan
2. Cover dalam
3. Kolofon
4. Daftar isi
5. Deskripsi objek  
(5 w + 1 h disertai gambar/foto)
6. Analisis/identifikasi masalah
7. Konsep perancangan  
(demografis, geografis & psikografis)
8. Strategi kreatif
9. Pendekatan verbal
10. Pendekatan visual
11. Studi visual
12. Infografis 1 (media)
13. Infografis 2 (*instruction graphic*)
14. Infografis 3 (*signage*)  
Penjelasan umum (bahan, ukuran, contoh penempatan) sign.
15. Infografis 4 (*Infotainment map*)  
Penjelasan umum (bahan, sistem lipatan, lay out), desain peta).
16. Profil mahasiswa
17. Daftar Pustaka
18. Cover belakang
19. Cover punggung

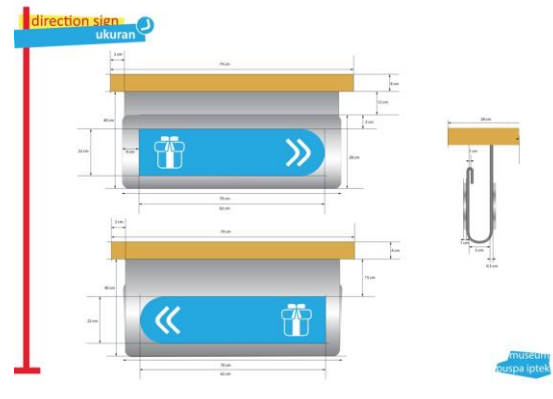
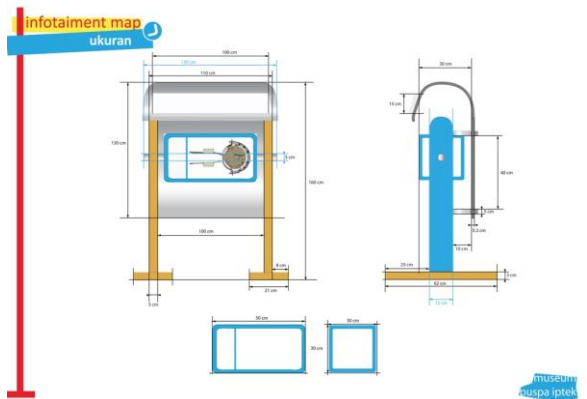
## TUGAS 1: POSTER INFOGRAFIS



## UTS: INTRUCTION GRAPHIC



## TUGAS 3: WAY FINDING





## TUGAS 4: INFOTAINMENT MAP

Side A



Side B

**Q. Who owns LEGOLAND Parks?**

**A.** LEGOLAND Parks are a part of Merlin Entertainments Group, the second largest attractions operator in the world. Merlin Entertainments is the leading name in location based, branded, family entertainment and currently owns 62 attractions worldwide serving more than 38 million visitors annually.

**Q. Isn't there already a LEGOLAND in Florida linked to the LEGO toy shop in Disney?**

**A.** While both give a terrific experience, LEGOLAND Florida is a full-day theme park with more than 50 rides, shows and attractions whereas the LEGO store in Downtown Disney is a LEGO brand retail store.

**Q. How much will tickets cost?**

**A.** Ticket prices are still to be determined but will be comparable to other theme parks in the area. Currently, LEGOLAND California admission is \$57 for children ages 3 to 12 and seniors and \$67 for adults.

**Q. When will jobs be available?**

**A.** LEGOLAND Florida is already hiring and the latest positions available can be found at [www.LEGOLANDFloridaResort.com](http://www.LEGOLANDFloridaResort.com)

**LEGOLAND FLORIDA**

**Frequently Asked Questions**

**LEGOLAND FLORIDA**  
www.LEGOLAND.com

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## MATERI UNTUK PENGISIAN BAP

| NO | I                     | MATERI                                    | KETERANGAN   |
|----|-----------------------|---|--|
| 1  | INFOGRAFIS CETAK      | Kontrak Perkuliahan & Introduksi          | Absensi maksimum 4 (jika melebihi dianggap mengundurkan diri)                                      |
| 2  |                       | Pengertian, Tujuan dan Manfaat Infografis | Jenis-Jenis Infografis, Pembentukan kelompok & Penentuan Objek                                     |
| 3  |                       | Pengumpulan Data Infografis               | Teknik Pengumpulan Data ( <i>Shorted, Arranged &amp; Presented data</i> )                          |
| 4  |                       | Bahasa Visual/IlmU Tanda                  | Icon, index dan Symbol dalam penerapan pada infografis dan <i>way finding</i> .                    |
| 5  |                       | Jenis-jenis Infografis                    |  |
| 6  |                       | Studi Objek                               | <i>Environmental infographic</i> Infografis Lingkungan.<br><b>(TUGAS 1: Poster infografis, A3)</b> |
| 7  |                       | Strategi Kreatif                          | Infografis (Konsep/ <i>story Telling</i> , Studi Visual, Font, Lay out, dll)                       |
| 8  |                       | <b>UTS</b>                                | <b><i>Intructional graphic</i> (cetak A3)</b>  |
| 9  | INFOGRAFIS LUAR RUANG | perancangan <i>Way finding</i> 1          | Umum   |
| 10 |                       | perancangan <i>Way finding</i> 2          | Identifikasi (identifikasi tempat/lokasi)  |
| 11 |                       | perancangan <i>Way finding</i> 3          | Direksi (Petunjuk Arah)  |
| 12 |                       | perancangan <i>Way finding</i> 4          | Regulasi (Larangan, Anjuran & Peringatan)<br><b>(TUGAS 3: Cetak hasil Way Finding, ukuran A3)</b>  |
| 13 |                       | Studi Ikon                                | Peta Wilayah, studi ikon objek   |
| 14 |                       | Infotainment Map 1                        | Sketsa (Ukuran A2)   |
| 15 |                       | Infotainment Map 2                        | Lay out & konten <b>(TUGAS 4: Infotainment Map, ukuran A2)</b>                                     |
| 16 |                       |   | <b>UAS</b>   |

## BOBOT NILAI:

| NO | DESKRIPSI                   | BOBOT |
|----|-----------------------------|-------|
| 1  | TUGAS 1: Poster Infografis  | 10%   |
| 2  | UTS: Instruction Graphic    | 20%   |
| 3  | TUGAS 2: Way Finding        | 20%   |
| 4  | TUGAS 3: Infotainment Map   | 20%   |
| 5  | UAS: Manual Book Infografis | 30%   |