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CHAPTER 3 – METHODOLOGY

The methodology used for the project includes ideas, concept, photo session, and digital technique. Its phases as follows:

3.1 Idea

Idea is a starting point to do the design. The idea is to make design poster campaign theme for economic inequality.

3.2 Concept

After getting the idea, then this concept stage is more specified than the idea. Social awareness is expected to improve with the establishment of design that clearly illustrates the condition of poor people. A sleeping poor man will be shown in poster to convey the message that in daily lives there is someone out there who does not have house or even a roof to sleep comfortably.

3.3 Photography Session

Photos taken in this session will be used as an element to make the design. Photography sessions are done at the landfill.

3.4 Digital Technique

The process is to transfer the data from camera to computer. After that, the execution process begins in Adobe Photoshop. Digital Imaging will be done in Photoshop to crop, retouch, and make a composition.