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CHAPTER V

CONCLUSION

5.1. Conclusion

Terralogical Photography has been involved in the wedding photography industry since 2010. As a growing company in a competitive market with both local and international clients, it becomes crucial to be able to stand out amongst the rest and develop a positive and desired brand image unique to the company.

Design places an important role in developing and building a company's brand image. A logo as part of the visual representation of a company acts as a gateway to image of the brand. With a shift in fundamental values and brand characteristics, a logo redesign was therefore conducted for Terralogical Photography.

The author underwent an in depth analysis, research, observation and visual exploration that acts as the basis of the redesigning process for the logo and identity of Terralogical Photography. The logo was designed based on the positioning of Terralogical of 'genuine care', a wedding photography company who offered a different experience in a more personalized way, as well as incorporating characteristics such as 'down to earth', and warmth. The logo is then applied to various media such as collateral materials, packaging and website, where all of its specifications and guidelines are explained in the company's graphic standard manual.

The author hopes the logo redesign for Terralogical Photography will introduce a stronger brand image that reflects their new identity and positioning that will offer a unique selling point for Terralogical Photography.

5.2. Recommendation

This final project has been a gateway to many experiences for the author that has allowed her to gain in depth knowledge and practice that would otherwise not have been made possible without the guidance and resource from various parties.

Universitas Multimedia Nusantara has acted as the grounds for nurturing education for students like herself, and in a believe that there will always be room for improvement as with everybody, based on the author's experience she would like to make several recommendations below for the campus as well as future students who will undertake a final project in hopes it may be useful for the future:

- a. To make more time for research and start early during the project, so that there will be more time for developing and exploring the designs that is much more enjoyable later on.
- b. The author hopes that Universitas Multimedia Nusantara can be a little more open, develop a more formal and informative communication for students regarding important information and not to announce dates that make little time for the students to prepare.
- c. To develop the habit to read and question and have the initiative to

explore resources that are not limited to online and books but also interaction with the real world, to be critical and open minded regarding your designs.

- d. Regarding the environment, many papers have gone to waste from countless revisions that could have been reduced in some way. It would be wise if we can encourage environmental responsibility through reducing this waste, for example through digital revisions or by re-using scrap paper to print out draft reports.
- e. For Terralogical Photography, the author would like to recommend developing the company's promotional tool as there is none that has been developed yet.

The author hopes Universitas Multimedia Nusantara continues to improve its educational qualities and grow to become one of the best Universities in Indonesia.

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