

CHAPTER II

LITERATURE REVIEW

2.1 Visual Communication Design

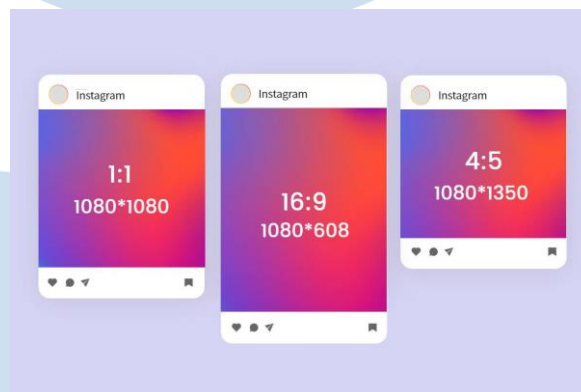
Visual Communication design is used to bring information out for an audience, consisting of graphic design as a part of Visual communication design. (Landa, 2014, pg.2)

2.1.1 Design Principles

The basic graphic design knowledge of composing and combining the knowledge of concept generation, type and image integration as well as formal elements. (Landa, 2010, pg.24)

2.1.1.1 Format

Format is the base area of where a design will take place, or often described as the perimeter that will be enclosed. It can be in the form of a piece of paper, mobile phone screen, outdoor billboard, etc.

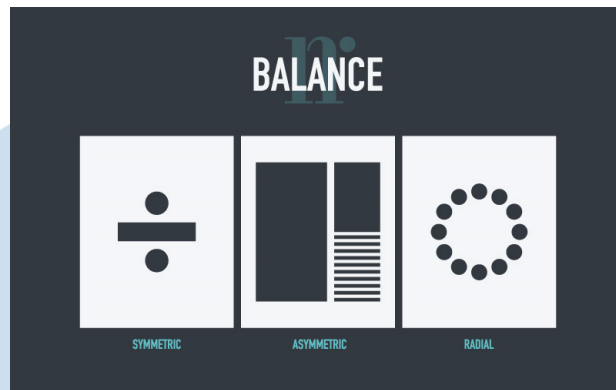


Picture 2.1 Instagram Post Format

Source: <https://www.fotor.com/blog/instagram-post-size/>, (2023)

2.1.1.2 Balance

Balance is the stability created by the even distribution of visual elements on a certain design. Balance covers several visual factors, in which are visual weight, position and arrangement. There are 3 types of Balance, Symmetric Balance, Asymmetric Balance, as well as Radial Balance.

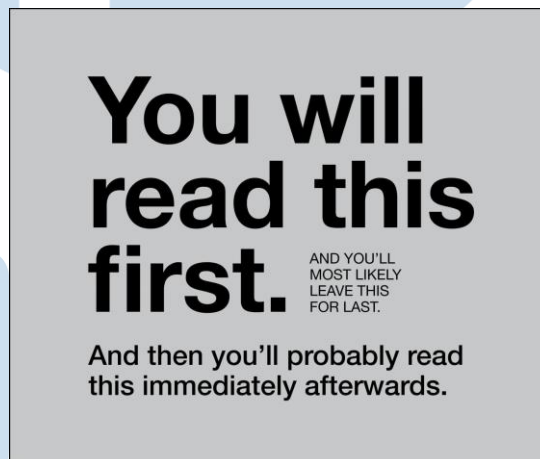


Picture 2.2 Balanced Design

Source <https://nicholasromanakis.com/blog/the-principles-and-elements-of-graphic-design/>, (2023)

2.1.1.3 Visual Hierarchy

Visual Hierarchy is the arrangement of visual elements according to emphasis, which is the action of the importance of design elements in order to guide viewers to see which one is the most important, and which element will be seen first by a viewer.

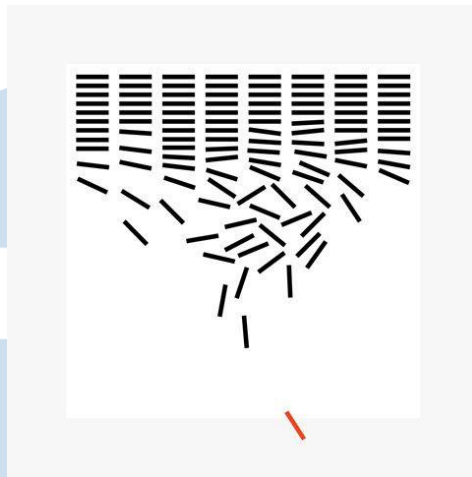


Picture 2.3 Visual Hierarchy

Source <https://www.creator-fuel.com/blog/what-is-visual-hierarchy-in-design-explained-with-examples>, (2022)

2.1.1.4 Rhythm

A sequence of visual elements at a certain interval, consisting of the repetition and variation of visual elements to create a coherent visual flow. Any contributing factors include: color, texture, figure, ground relationships, emphasis and balance.

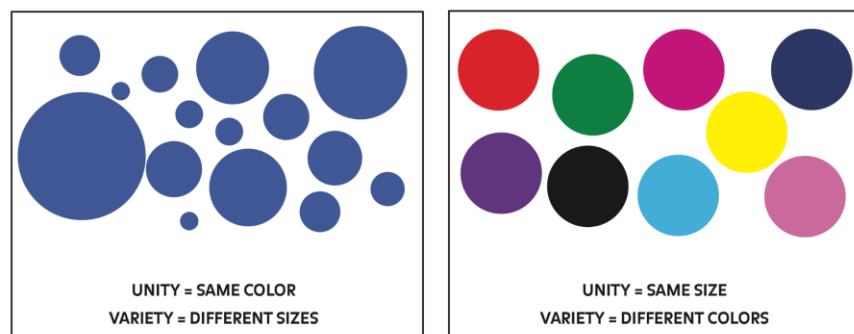


Picture 2.4 Oneohtrix Point Never

Source <https://www.discogs.com/release/5608799-Oneohtrix-Point-Never-Commissions-I> (2014)

2.1.1.5 Unity

The ability to get visual elements to work together as a cohesive unit, making an ideal layout of graphic element composition that's so unified as a whole that it cannot be described merely as a sum of its parts.



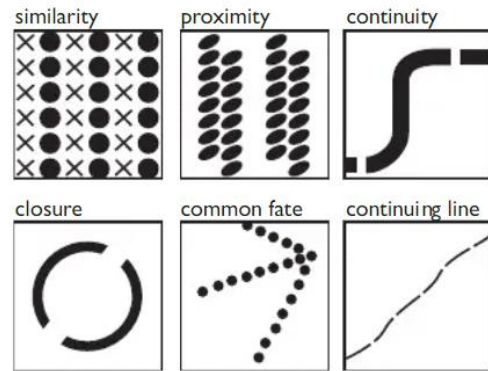
Picture 2.5 Unity vs. Variety

Source <https://logo.com/blog/principles-of-design> (2023)

2.1.1.6 Laws of Perceptual Organization

The way certain graphic elements are placed, affects the way viewers perceive them.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A



Picture 2.6 Laws of Perceptual Organization
Source Landa (2010)

1) Similarity

When graphic elements share the same characteristics such as shape, color, texture, etc. They tend to be seen to belong together.

2) Proximity

Elements placed in close proximity are considered to be perceived as belonging together.

3) Continuity

Connections between elements that appear as continuation of previous elements are perceived as connected, so they create a consequence of movements.

4) Closure

The habit of human's mind to connect individual elements to create a full form, unit or pattern.

5) Common fate

When elements move in the same direction, they are most likely to be perceived to be moving in the same direction.

6) Continuing line

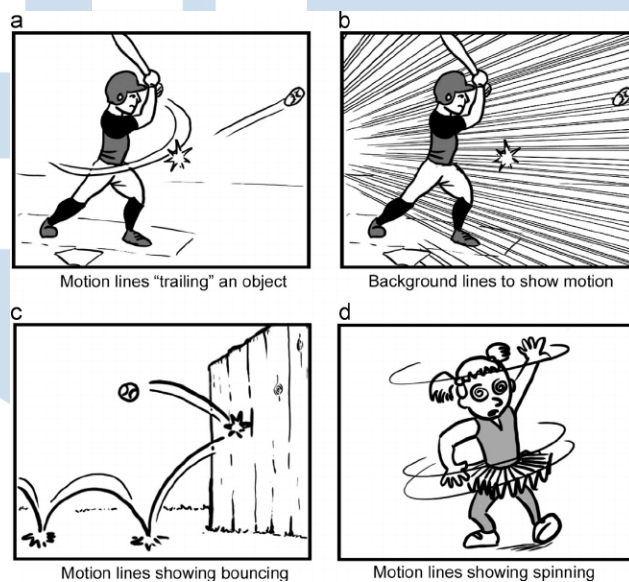
Lines are always perceived to be following the simplest path, so if two lines break, the perceiver will pay attention more towards the overall movement rather than the break.

2.1.2 Design Elements

According to Landa (2010, pg.16) two-dimensional design is made out of formal elements, such as listed:

2.1.2.1 Line

The smallest unit of a line is called a point or dot, and a line is an elongated point that forms a moving path. A line is usually measured by its length. Depending on its length, weight, thickness, or style, a line can give off specific qualities & feeling that plays a huge role in composition and communication.



Picture 2.7 Lines to Depict Motion in Visual narratives

Source

https://www.researchgate.net/publication/271533491_The_notion_of_the_motion_The_neurocognition_of_motion_lines_in_visual_narratives/figures?lo=1 (2015)

2.1.2.2 Shape

Shapes are closed two-dimensional paths that are made out of lines, color, tone or texture. Shapes are measured entirely by widths & heights. Basic shapes include: the square, the circle and the triangle, these basic shapes' volumetric forms are known as the cube, the sphere and the pyramid. (Landa, 2010)



Picture 2.8 comic speech bubble shapes
Source Image by rawpixel.com on Freepik (2023)

1. Geometric Shape

Shapes made out of straight edges with exact curves, it contains measurable angles.

2. Abstract Shape

Shapes that are formed as a simple or complex alteration or distortion of natural appearances for styling or communication purposes.

3. Irregular Shape

Shapes that are made out of a combination of straight and curved lines.

4. Rectilinear Shape

Shapes that are made out of straight lines or angles.

5. Curvilinear Shape

Shapes that are formed by curves and most likely to not have edges.

6. Accidental Shape

Shapes formed by material results/impact such as rubbing or splatting, or by accident such as liquid spills.

7. Nonobjective/Nonrepresentational Shape

Shapes that are purely invented and isn't based off anything that's already present before.

8. Representational Shape

Shapes that remind viewers of something that has already existed in nature before, also known as figurative shape.

2.1.2.3 Figure/Ground

Figure/ground is the positive and negative space in a design that refers to the relationship of shapes, where the shapes or areas created in between two figures that are related to each other, also made sense visually for the viewers. (Landa, 2010)



Picture 2.9 Figure & Ground Study on Heroes & villains

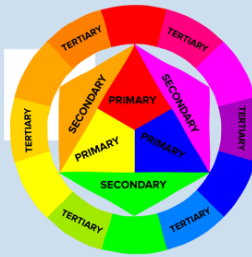
Source <https://www.smashingmagazine.com/2016/05/improve-your-designs-with-the-principles-of-closure-and-figure-ground-part-2/> (2016)

2.1.2.4 Color

Color is the product of light energy, and it is the most highly persuasive design element. Natural chemical substances (pigments) that interact with light into producing the perceived colors are known as subtractive color, whereas colors that we see on a computer or digital screen that interact with light or a wavelength is called digital color.

The elements of color include: hue, value and saturation. Hue is the name of a certain color, for example, red, green or blue, and it is usually classified into warm or cool in temperature, where warm colors are usually reds, oranges and yellows, and cool colors are blues, greens and violets. Value is the darkness or lightness of a color, it contains shade, tone and tint as aspects. Meanwhile, saturation or

also known as chroma or intensity, is the brightness or dullness of a certain color.



Picture 2.10 Color wheel

Source <https://www.thetradeshownetwork.com/trade-show-blog/your-guide-to-colors-color-theory-the-color-wheel-how-to-choose-a-color-scheme> (2019)

Color theory stands as both a science and an art, forming the foundation for entire careers, such as those of color consultants or even brand consultants. Profoundly understanding the impact that colors wield on the majority of individuals is a highly valuable expertise. Designers who master this knowledge can provide significant insights and benefits to their clients. (Chapman, 2021).

a. Theory of Warm Colors

Warm colors or hues encompass red, orange, and yellow, along with their various shades. These shades evoke images of fire, autumn leaves, and the vibrant tones seen in sunsets and sunrises. Generally associated with energy, passion, and positivity, warm colors like red and yellow are primary, while orange, residing in the middle, is a secondary color. Infuse passion, happiness, enthusiasm, and energy into your designs by incorporating these warm hues.



Picture 2.11 Warm Colors

Source <https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/> (2021)

1. Red

Red is essentially a very powerful, but versatile color, it is usually associated with fire, violence & anger yet it can also be associated with love & passion. Red can also mean various things in different parts of the world, for example, in China red represents prosperity, happiness and good luck, meanwhile in South Africa, red is the color of mourning. But in design, red can act as a powerful accent color, it can also portray passion, and with its versatility, red can be energetic through its lighter and brighter shades, as well as become elegant through its darker shades.

2. Orange

Orange is usually associated with the changing of seasons, due to the natural hues of autumn, it is very vibrant and energetic. In design, orange is considered as a friendly and rather inviting color as it can command attention well without being too overpowering.

3. Yellow

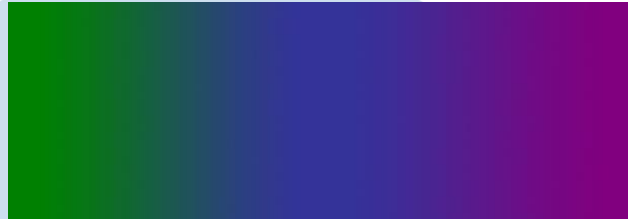
Yellow is considered as the brightest and most energizing color; it is often associated with happiness and sunshine. In design, yellow can portray those attributes well, it can add a hint of cheerfulness into design works. Lighter shades of yellow can usually portray a calmer feeling than bright yellows, meanwhile darker shades of yellow can look antique.

b. Theory of Cool Colors

Cool tones encompass green, blue, and purple, typically presenting a more subdued quality compared to warm colors.

Representing the essence of night, water, and nature, these colors are often associated with a calming, relaxing, and somewhat reserved atmosphere. Among the cool colors, blue stands as the sole primary color, while green and purple are formed by combining blue with warm colors, yellow for green and red for purple. Consequently, green adopts certain attributes of yellow, and purple takes on characteristics

associated with red. Incorporate cool colors to evoke a sense of calm or professionalism in your designs.



Picture 2.12 Cool Colors

Source <https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/> (2021)

1. Blue

Blue is often associated with sadness and sorrow, but the meaning of blue can be widely affected by its different shades, for example, lighter blues can be refreshing and friendly, and darker blues can give out a sense of professionalism and strength.

2. Green

Green is a grounded and practical color. It often symbolizes fresh starts, growth, and a sense of renewal and abundance but it can also be associated with envy or jealousy, as well as a lack of experience. Similar to blue, green possesses calming qualities, but it also brings in a bit of the lively energy associated with yellow. In design, green can create a balanced and harmonious effect, offering stability. In design, green represents designs related to wealth, stability, renewal, and nature. More vibrant greens bring energy and vitality, while olive greens connect more with the natural world. Dark greens are the most stable and convey a sense of affluence.

3. Purple

Purple is a mix of red and blue, borrowing a bit from both. It's also linked with being creative and having a good imagination. The deep, dark purples are all about showing off wealth and royal vibes, while the lighter shades, like lavender, lean towards the romantic side. In design, deep purples can make things feel all luxurious and

wealthy, while the lighter purples are gentler and give off those springtime and romance vibes.

2.1.2.5 Texture

Texture can be divided into two: tactile texture and visual textures. Tactile textures are actual textures of a certain surface and can be touched physically such as embossing, engraving, stamping, and letterpress, meanwhile visual textures are forms of depiction or portrayal of tactile textures that are created by scanning, painting, or photographing real textures.



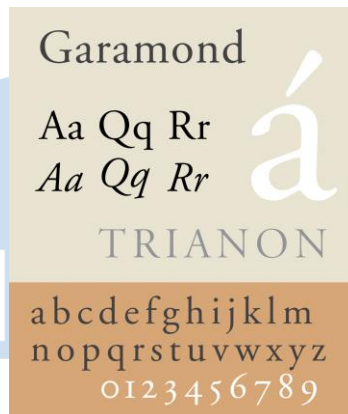
Picture 2.13 Visual Texture Study on Tactile Texture
Source <https://www.tes.com/teaching-resource/ks3-visual-and-tactile-texture-worksheet-12728179> (2022)

2.2 Typography

Typography is the design and placement of letterforms in two dimensions (for print and screen media) as well as in space and time (for motion and interactive media). Landa (2010, pg. 43). Some of the classifications of type include:

1. Old-style

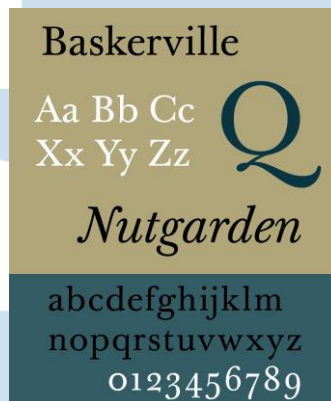
The most direct ancestor of the Roman typeface, which was first used in the late fifteenth century, was a letter created with a broad-edged pen. Some examples include Garamond, and Times New Roman. These fonts are distinguished by angled and bracketed serifs as well as skewed stress.



Picture 2.14 Garamond
Source <https://en.wikipedia.org/wiki/Garamond> (2023)

2. Transitional

Serif typefaces, that date back to the 17th century and exhibit both Old Style and Modern design characteristics, examples include Baskerville and Century.



Picture 2.15 Baskerville
Source <https://en.wikipedia.org/wiki/Baskerville> (2023)

3. Modern

Serif typeface that was produced in the late 18th and early 19th centuries.

Its construction is more geometric than Old Style types, which continued to resemble chisel-edged pen forms. The most symmetrical of all Roman typefaces, with the highest thick-thin stroke contrast; examples are Didot, Bodoni, and Walbaum.

Didot

Regular | *Italic* | **Bold**

The five boxing wizards jump quickly.

Picture 2.16 Didot

Source <https://kevinbagtas.wordpress.com/2016/02/06/didot-font/> (2016)

4. Slab Serif

Early nineteenth-century introduction of a serif typeface with strong, slab-like serifs. American Typewriter, Memphis, Bookman, and Clarendon are examples of slab serif types.

American
Typewriter

abcdefghijklmnopq

rstuvwxyz

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

1234567890

Picture 2.17 American Typewriter

Source <https://id.pinterest.com/pin/321725967103347966/> (2023)

5. Sans Serif

Fonts without serifs that were first established in the early 19th century include Futura, and Helvetica.



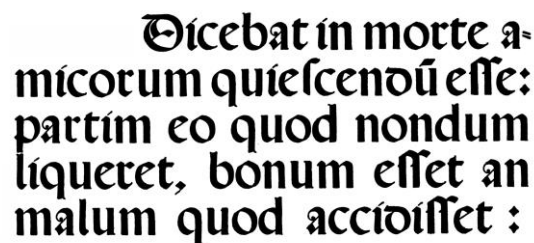
Picture 2.18 Futura Typography Poster

Source

https://www.researchgate.net/publication/327448369_Imprenta_y_tipografia_en_la_Rusia_de_la_Revolucion (2018)

6. Gothic

Gothic lettering is known for its thick stroke weight and straight, compact letters. It is based on the medieval manuscript letterform used from the 13th through the 15th centuries. Textura, Rotunda, Schwabacher, and Fraktur are a few examples.



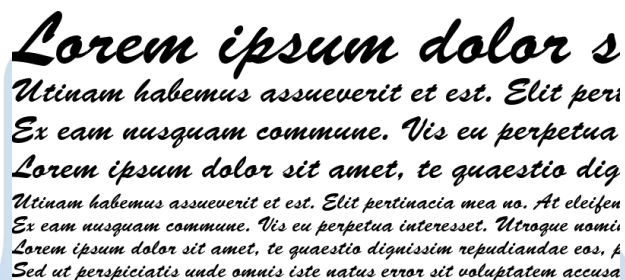
Dicebat in morte a-
micorum quiescendū esse:
partim eo quod nondum
liqueret, bonum esset an
malum quod accidisset :

Picture 2.19 Rotunda Script

Source https://en.wikipedia.org/wiki/Rotunda_%28script%29 (2023)

7. Script

Typefaces that look the most like handwriting. Letters are frequently linked and typically slanted. Script styles, such as Brush Script, Shelley Allegro Script, and Snell Roundhand Script, can simulate forms written with a chisel-edged pen, flexible pen, pointed pen, pencil, or brush.



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Utinam habemus assueverit et est. Elit per
Ex eam nusquam commune. Vis eu perpetua
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Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa*

Picture 2.20 Brush Script Regular

Source <https://fontsgeek.com/fonts/Brush-Script-Regular> (2023)

8. Display

Fonts that are more complex, decorative, or handmade and are often used for headings and titles only. They would be more challenging to read as text type.



Picture 2.21 Plinko Display Font

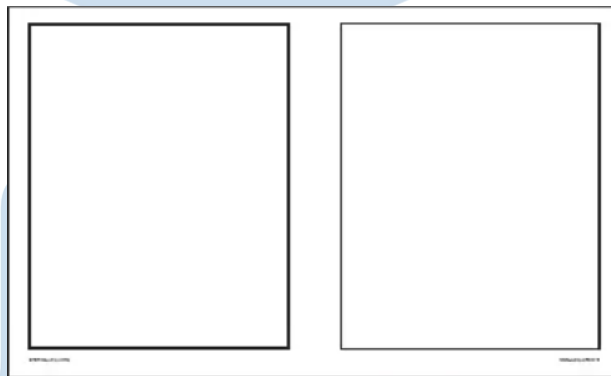
Source <https://creativemarket.com/storytypefont/16520502-Plinko-Display-Font>
(2023)

2.3 Grid

A Grid is a guide that maintains order, containing vertical and horizontal lines that divides a format into columns and margins. Landa (2010, pg.158)

1. Single Column Grid

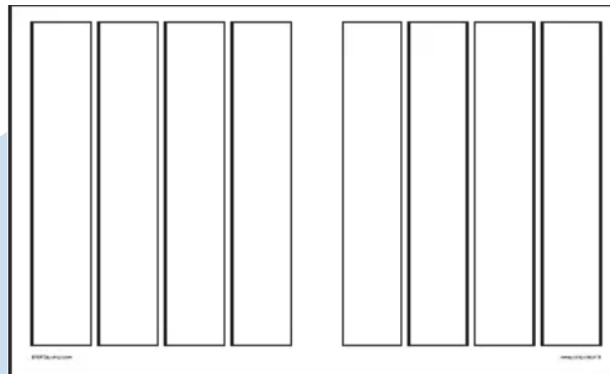
Single Column Grid is a grid with margins all around it. Margins serve to balance the page's white space at the top, left, right, and bottom in order to give text or other content structure.



Picture 2.22 Single Column Grid
Source Landa (2010)

2. Multi Column Grid

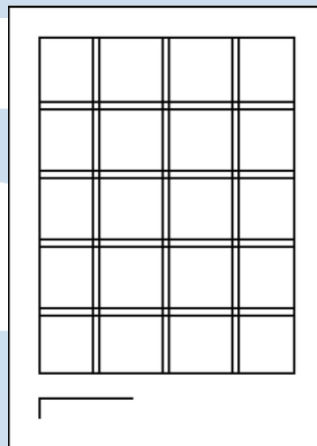
A multi-column grid is used to keep text or other items in the appropriate column. A grid with many columns is divided by gutters to divide either rows or columns.



Picture 2.23 Multi Column Grid
Source Landa (2010)

3. Modular Grid

Modular grid is divided into different categories with different contents based on where the modules are placed. Good text and visuals can be found in a variety of places throughout the module.



Picture 2.24 Modular Grid
Source <https://rsujith.medium.com/grids-and-layouts-3d1572b72516>(2021)

2.4 Storytelling

Storytelling is the vivid depiction of concepts, opinions, life lessons, and individual experiences through tales or narratives that arouse strong feelings and insights. (Serrat, 2008).

2.4.1 Applications

The identification and exchange of learning experiences, the exploration of values and motivation for change, the augmentation of quantitative data

with qualitative evidence, the identification of links and development of shared goals, and the enhancement of the efficacy of strategic decisions are all achieved through the use of storytelling. Oral histories, teambuilding activities, warm-up exercises for workshops, activity or project assessments, monitoring and evaluation systems, back-to-office reports Recreation can be known as potential applications of stories.

2.4.2 Objectives

Catalogue of impression objectives that authors would like to receive from their storytelling

1. Spark Action

To be able to achieve successful change, a story is expected to not only describe what has been done in the past, but also to allow listeners to imagine how things might work in their own shoes.

2. Communicate Who You Are

Storytelling of who the author is, to be able to communicate this well, the author is expected to include audience-engaging information, such as drama, vulnerability and facts about what has happened throughout the author's life.

3. Transmit Values

Talks about familiar issues that can get the audience to discuss values and phenomenon of the issue.

4. Foster Collaboration

Aims to get audience to recount of their past of the same situation, also to get audiences to share their personal opinion and stories about it.

5. Tame the Grapevine

A story that is often presented with a light touch of humor, not mean-spirited but engaging enough for the audience.

6. Share Knowledge

Focuses on why a certain mistake was made, and what has been done to correct it. Also highlights why the solution worked.

7. Lead People into The Future

Motivate audience to a future that the author wants to create, without providing excessive details that will possibly not happen.

2.4.3 Elements

In general, good stories are intriguing, unusual, thought-provoking, serious, debatable, shocking, captivating, or motivating. They have to be able to do certain elements, such as:

- Comply with requests.
- Make use of a particular opportunity.
- Be sure to provide a personal and human elements.
- Express the viewpoint of a participant who has firsthand experience.
- Use a range of story motives to achieve various goals.
- Strive for a balance between remarks made by individuals and those made by organizations.
- Describe an effective intervention.
- Give an example of a failed intervention.
- Offer an answer to both immediate and larger issues.
- Appeal to people's preconceived notions.
- Concentrate on those who have the power to enact change.

2.5 Information Media

According to Rosencrance (2023) Media covers all the channels of communication, from printed media to digital media, anything that successfully communicates information that will influence viewers. Media plays a huge role in every individual's everyday life, as it could assist in helping them with getting information locally and globally.

Information is a piece of fact that reveals something to the world, and can be described as the form of raw material used by journalists to write stories & news. It is certain that all of us use pieces of information in our daily personal & professional lives. (Turrow, 2009, pg.57)

2.5.1 Types of Information Media

There are 3 types of Information media types, according to Baer (2008), such as:

1. Printed Matter

As a form of information media, printed matters such as posters, brochures, and literature works are created to appeal towards viewers in order to communicate clear information effectively. Printed matters are used to convey information, entertainment, and education through visual elements such as text, images, as well as illustrations.

2. Screen Base

Screen based information media enables viewers to be able to access information from anywhere, everywhere through platforms such as websites, mobile apps, or social media. Screen based information media exceeds in flexibility as viewers could access information based on their demands and availability.

3. Environmental

Information media that is used to provide direction towards a certain place or location, such as public signages that we can find at public spaces like stations or parks.

2.5.2 Uses of Information Media

Turrow (2014) has narrowed down the uses of information media into 5 points, such as:

1. Media as an entertainment

As a form of basic human needs, information media could be used to assist individuals in conveying entertainment contents.

Entertainment media covers comedy shows, TV shows, news, as well as soap operas. Comedy shows can give their viewers

laughter and serotonin through its entertainment perks, news can give out specific information, distributed in the most interesting

way possible, meanwhile soap operas may contain drama and romance that has a much more emotional value.

2. Media as an associate

Media nowadays can act as an associate, as a friend for those who need it. Through media, not only can people easily access contents such as film, music, books, but people can also access platforms where lots of social interactions can take place. Those social interactions connect people from all over the world, allowing them to find online communities that they personally relate to, where they can connect & share their experiences with one another regardless of where they are physically, and that adds emotional value to the media in general.

3. Media as surveillance

The main objective of surveillance media is to collect, analyze and convey information publicly. The media plays an important role in allowing people to access, learn and observe about what's currently happening in our society. Surveillance media include things such as: updates on the political & social-economic situation, stock information, as well as daily weather updates.

4. Media as an interpretation

With the amount of information publicly shared through media, it allows individuals to interpret their own opinions towards a certain phenomenon. The media acts as a platform that supports individuals to further understand, analyze and give out their opinions. The media also allows individuals to see through situations from other people's perspective, allowing people to grow more responsible and resourceful.

5. Media as a combination

The various uses of media can be combined in order to gain a lot more benefit. People aren't restricted to only use one type of media; people can utilize several types of media to gain their adjusted benefit. As an example, somebody could utilize social

media as well as printed media to further promote something, this could lead to the benefit of reaching a larger amount of audience.

2.6 Graphic Novel

A graphic novel is a dynamic format of images and words that delivers meaning and enjoyment where readers must not only decode the words and the illustrations but must also identify between the visual sequence (Bucher & Manning, 2004)

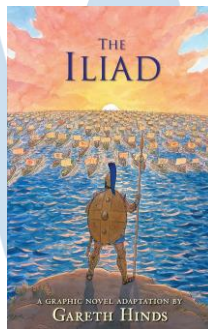
Many often mistakes graphic novels as comic books, while the two are quite similar, graphic novel is considered longer and tells a complete stand-alone story, meanwhile comic books are sequential and tells a shorter story in one publish. (Bucher & Manning, 2004)

2.6.1 Types of Graphic Novel

According to the Buffalo and Erie County Public Library, graphic novels are often categorized into 4 major categories, which are:

2.6.1.1. Superhero stories

Graphic novels consisting of protagonists with inhuman, supernatural or magical abilities. Differing from comical superhero stories, Weiner (2001) describes “superhero” characters in graphic novels more as heroic figures in classical mythology.

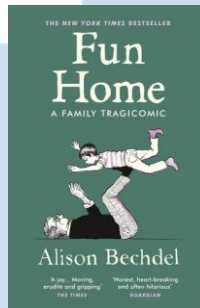


Picture 2.25 ‘The Iliad’ by Gareth Hinds

Source <https://www.amazon.com/Iliad-Gareth-Hinds/dp/0763696633> (2019)

2.6.1.2. Personal Narratives

Often also known as ‘Perzines’ are autobiographical graphic novels, created based on the writer/author’s personal experiences, opinions or observations.



Picture 2.26 ‘Fun Home’ by Alison Bechdel

Source <https://penguin.co.uk/books/392869/fun-home-by-bechdel-alison/9781529116168> (2006)

2.6.1.3. Manga

Manga translates as ‘comic’ in Japanese, yet people from outside of Japan often refer to manga more as an art style rather than just a comic or country of origin itself.

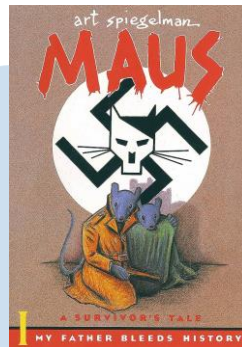


Picture 2.27 ‘Sailor Moon Edition 3’ by Naoko Takeuchi

Source <https://www.penguinrandomhouse.com/books/562243/sailor-moon-eternal-edition-3-by-naoko-takeuchi/> (2013)

2.6.1.4. Non-fiction

An almost similar graphic novel as perzines, but the author utilizes their personal experiences to touch on greater social issues that is based on real life and can be proven by a fact.



Picture 2.28 'Maus' by Art Spiegelman
Source <https://www.amazon.com/Maus-Survivors-Father-Bleeds-History/dp/0394747232> (1986)

2.6.2 Elements of Graphic Novel

2.6.2.1 Layout

Graphic novel's layout contains panel, frame, gutter, bleed, background and graphic weight. The panels are considered as segments of a novel that contains the overall images & texts. Panel placements are responsible for the graphic novel's readability to keep readers focused. Meanwhile graphic weight is a term that describes the way some images draw the eye more than others, creating a definite focus using color and shading in various ways such as: the use of light and dark shades; dark-toned images or high-contrast images draw the eye more than light or low-contrast images do, pattern or repeated series of marks, as well as colors that are more brilliant or deeper than others on the page.

Paneling in a graphic novel refers to the arrangement and layout of individual frames or panels on a page, contributing to the overall storytelling and visual experience. The way panels are structured can significantly impact the pacing, flow, and emphasis of the narrative. Experts in the field often highlight the importance of thoughtful paneling in creating an engaging and immersive graphic novel. Paneling is a crucial element in graphic novels, influencing the narrative flow, pacing, and emotional impact. Experts emphasize its role in creating a

cohesive and immersive reading experience, where the combination of words and images works harmoniously to convey the story.



Picture 2.29 Panels & Pacing
Source <https://writers.com/how-to-write-a-graphic-novel> (2022)

2.6.2.2. Figures

Illustrations of characters that highlights the importance of facial expressions as well as the anatomy of a certain figure. Facial expressions are often portrayed in different ways, depending on the art style chosen. The hand and feet placement of a figure also depicts certain expressions, for example, raised up hands may express surprise, a hunched back could portray that the figure might be tired or lazy.



Picture 2.30 Character Expressions
Source <https://www.katuno.com/people> (2022)

2.6.2.3. Text

All the text elements included in a graphic novel that goes together to further express what is currently going on in a panel.

1) Captions

Captions are boxes that contains explanation about current setting, such as time, location or situation.



Picture 2.31 Captions

Source <https://blambot.com/pages/comic-book-grammar-tradition>
(2023)

2) Speech bubbles

Speech bubbles are bubbles coming out of a character's mouth to depict conversation or thought.

a) External dialogue

Conversations between characters, often depicted as a smooth bubble with a pointy end that leads near the character's mouth.



Picture 2.32 External Dialogue speech bubble

Source <https://blambot.com/pages/comic-book-grammar-tradition>
(2023)

b) Internal dialogue

Explains a thought that the character only can hear, it is often depicted as a bubble with a series of dots leading up to it from the character's head.



Picture 2.33 Internal Dialogue Speech Bubble
Source <https://blambot.com/pages/comic-book-grammar-tradition>
(2023)

3) Special-effect lettering

Method of drawing attention to a text, that often highlights onomatopoeia and reinforces the impact of words such as 'bang!' or 'wow!'.



Picture 2.34 Sound Effects
Source <https://blambot.com/pages/comic-book-grammar-tradition>
(2023)

2.7 Illustration

Illustration is a form of artwork that is used to convey context and information visually to a wide range of audience through printed media or screen-based media. (Male,2010).

2.7.1 Illustration Role

Illustration plays an important role in giving a visual impression towards a certain information that is about to be conveyed. There are 5 roles of Illustration according to Male (2010), which are:

1) Documentation, Reference & Instruction

Illustration is based off of or referenced from real-world objects, situations and moments.

2) Commentary

Illustration is used to better describe certain traits or emotions that are limitedly portrayed by text.

3) Storytelling

Illustration is used to convey the flow of a story or narration in order to interest readers towards the visual.

4) Persuasion

Illustration as a contributing factor in the scope of advertisements and campaigns.

5) Identity

Illustration is used to depict a certain identity in a media, for example, illustration in books, brandings, music, etc.

2.7.2 Illustration Style

Every illustrator has their own perks and uniqueness in illustrating something that is their own, that affects the illustration style of a certain artwork that makes it unique and different from others. (Male, 2010)

1) Conceptual Imagery

Illustration that displays imagination as though it's real, however it can't be applied in real life. These kinds of illustration can bring out and understand certain emotions deeply.

2) Diagram

Illustrations that depict a certain system properly. Diagrams are often used to describe media structurally in order to ease the understanding process.

3) Abstraction

Illustrations portrayed as shapes that doesn't embody any certain objects, it is purely based off of imagination.

4) Pictorial Truths

Illustrations that copy a certain object in real life, as if taking a photograph, both the illustration and real-life object could be accurate to one another.

5) Hyperrealism

Illustrations that are similar to pictorial truth, but unlike photographs, illustrators can control the tone of color in this type artwork.

6) Stylism Realism

Illustrations that resemble a certain object in real life. Certain attributes of it might be changed according to an illustrator's style.

7) Sequential Imagery

Illustrations (mostly caricatures) that are placed in a sequence to tell a certain story.

2.8 Post Study Abroad Depression

Post-Study Abroad Depression or PSAD is a phenomenon often experienced by students who have just returned from student exchange activities abroad. This phenomenon of depression is very common in students who undertake student exchange activities (Savicki, 2013).

It is known that students who undertake student exchange activities are more likely to suffer from mental illnesses such as depression, sometimes caused by the difficulty of adapting to the environment and ways of life abroad (Cao, 2021)

2.8.1 Symptoms of Post Study Abroad Depression

Post-Study Abroad Depression is real and should be taken seriously, some of the signs someone is currently experiencing PSAD include:

1) Self-withdrawing

When you feel like nobody understands the way you feel, resulting in disengaging from friends or any social events, or the

unwillingness to leave your area of sanctuary to participate in any social interactions.

2) Dwelling too much on the past

You keep comparing your home country with your host country, and constantly criticize the things that your host country has but your home country doesn't. You also feel like your life won't be as exciting as life used to be in your host country.

3) Chronically-online

Spending too much time scrolling through social media instead of doing other more productive activities. You spend too much time finding ways to be able to travel back or live in the country that you used to stay in.

4) Letting yourself go

You tend to not pay attention to yourself or your responsibilities, you let your responsibilities like doing homework slide. You could also lose or gain weight rapidly and sleep too much or too little.

2.8.2 Stages of Post Study Abroad Depression

According to Mormann (2014) There are 6 stages that people who just got back from studying abroad might come across, which are:

1) Initial Shock Stage

Mormann (2014) described that getting used to your daily life back home after adjusting to a life somewhere else is pretty difficult. It might seem familiar but it just feels different the second time around.

2) Depression Stage

Every little thing that reminds you of your host country makes you sad, you feel like crying every time you get reminded of how things used to be, your daily activities, your daily schedule. You tend to dwell on the past and scroll through all the pictures you took during your time there.

3) Tantrum Stage

As a follow-up to the depression stage, the tantrum stage is when you feel like nothing's ever going to top the time you had during your stay in your host country. Nothing in your current country could ever be the same and you despise that.

4) Substitution Stage

As a coping mechanism, you'll try to find things that reminded you of your host country, but still, even when you found the same things you used to find there, it still isn't the same.

5) Realization Stage

Mormann (2014) described this stage as a relapse of the depression stage, where you've come to realize that nothing really will ever be able to replace the original, and there's nothing you could do about it.

6) Acceptance Stage

The last stage where you've finally come in peace with your current reality, that studying abroad was meant to be temporary and that's why it's so special. You might come to cherish the experience you've had and all the people you meant, and it could push you to move on and eventually motivate you to do better in life.

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