



Visual Communication Design 1
Fakultas Seni & Desain

Visual Communication Design **1**

Albert Marvindo



These documents are the property of Albert Marvindo use of the drawings or contents without written permission of Albert Marvindo is violating of copyright and will be liable to prosecution.



Visual Communication Design 1
Fakultas Seni & Desain

Introduction



Hello



Personal Profile

Pontianak, 15 April '93
Jakarta



Education

S1 : Universitas Multimedia Nusantara
S2 : Universitas Bunda Mulia
S3 : **Soon**



Achievements

2009 : Finalis Logo Pesona Kulminasi
2010 : Finalis Logo 100 Tahun Gereja
Katedral St. Yoseph
2011 : Jurnalis Terbaik 1 SMA Santu Petrus
2011 : Kategori Film Poster Terbaik Festival
Film Kreasi Anak Petrus
2012 : Finalis Logo 5C Values Kompas
Gramedia - UMN
2019 : Logo ASRI team + Brand Guidelines



Work Experience

2009 - 2011 : Local Content Provider - Journalist
2014 - 2017 : PT. Alam Sutera Realty
Graphic Designer
2017 - 2018 : Agung Sedayu Real Estate Indonesia
Sr. Staff Graphic Designer
2018 - 2021 : Agung Sedayu Real Estate Indonesia
SPV Visual Merchandise
2021 - 2022 : Agung Sedayu Real Estate Indonesia
Asst. Manager Visual Merchandise
2022 - now : Agung Sedayu Real Estate Indonesia
Manager Visual Merchandise & Corcomm



Publications

2015
*Perancangan Media Promosi Event Festival Cap Go
Meh Pontianak*

2023
*Literasi Media Digital Kepada Pedagang UMKM Kuliner
di Setu Babakan*

2023
Pendekatan Psikologi Konsumen dan Marketing

Previous Projects

Residential & Hotels

THE LANGHAM
JAKARTA

THE LANGHAM
RESIDENCES
JAKARTA

swissôtel JAKARTA
PIK AVENUE

MERCURE
HOTEL
CENTRAL HOTEL, GRAND HOTEL



ASHTA
RESIDENCE

TAMAN ANGGREK
RESIDENCES

FATMAWATI
CITY CENTER

Oakwood

Retails

MENARA Jakarta
ALLEGRAHAN

ASHTA
DISTRICT 8

PIK
STREET

MOI

GP
GRAND GALAXY PARK

hub
life

Lifestyle

FELIX
CINEMA

LODOWY
D0TONB0RI

Hub
bite

FOODPARK

THE
GROVE

asri
living.

What is Branding ?

Logo

Uniform

Tagline

Design Outlook

Stationary

Mockup

Logo

Uniform

Tagline

Design Outlo

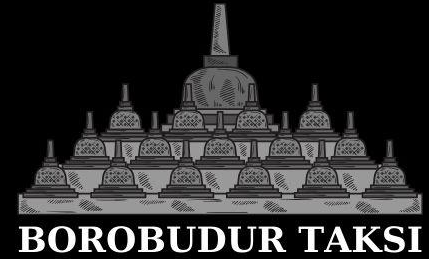
Stationary

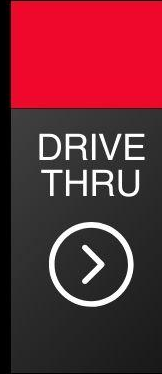
Mockup

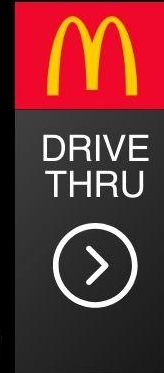
Branding = Giving a Meaning to Specific Product













Domains

Market
Mind
Heart



$f(x)$

Function

Thinking
Feeling
Sensation
Intuition



Statement

What
Where
How



Visual Communication Design 1
Fakultas Seni & Desain



PERUBAHAN LOGO TVRI DARI MASA KE MASA

1962-1971

TV-R

Televisi.R.

Logo TVRI untuk sebuah Event

1 1962-1978

tvri
Indonesia

2 1978-1982



3 1982-1999



1991-1995

TVRI

Logo TVRI untuk on-Air

4 1999-2001

TVRI

5 2001-2003

TVRI

6 2003-2007

TVRI

7 2007-2018

TVRI

8 2019-

TVRI

Impression

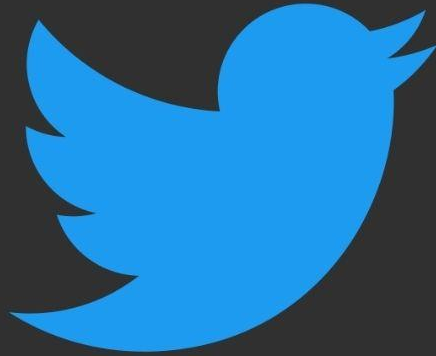
Old Style

Boring

Monotone

Re-Branding = Holistic Changing

Is **Re-Branding** always the best Solution ?



VS





vs





VS





Repositioning



KOMPAS TV



KOMPAS TV

Repositioning



VS



Funfact



1953-1954

BURGER-KING

1954-1957



1957-1969



1969-1994



1994-1999



1999-2021



2021-PRESENT



Repositioning



Visual Communication Design 1
Fakultas Seni & Desain

The Brief







UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

Visual Communication Design 1
Fakultas Seni & Desain



FLOX



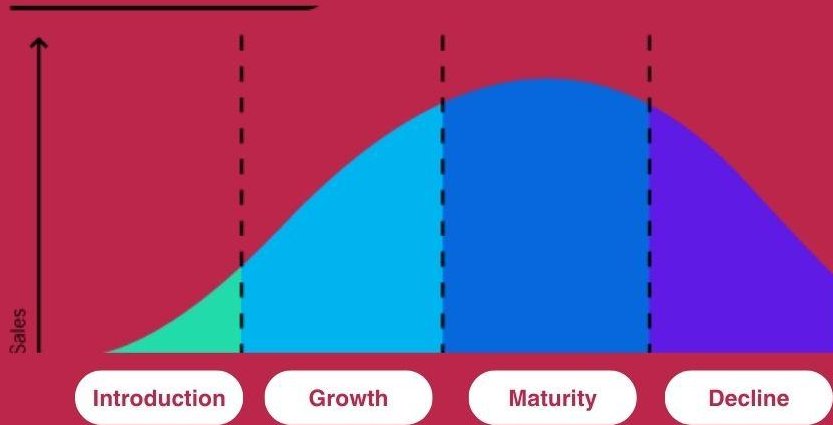
KCM
Kota Cinema Mall



Client Brief Check Point



- **Brand Profile**
Trends, Industry, History, Swept Files
- **Visual & Communication Problem**
Finding the Problems, Product Life Cycle > Research
- **Brand Prism**
Physique, Personality, Self-Image, Reflection, Culture, Relationship
- **Brand Perceptual**
Main vs Secondary Competitor | Awareness x Quality
- **Brand Positioning**
Geo, Demo, Pshyco, Behaviour
- **SWOT Analysis**



PLC Diagram



Brand Prism

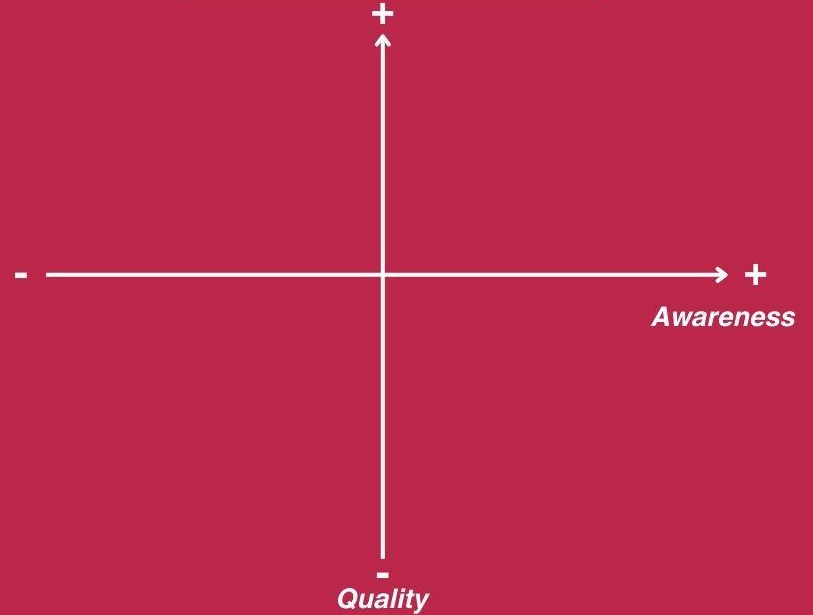
Communication Problem

Competitor

Main Vs Secondary



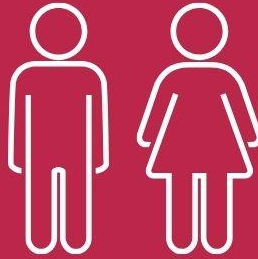
Diagram



Brand Perceptual



Geographic

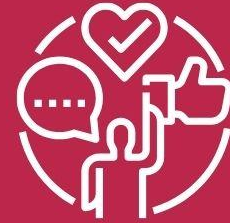


Demographic

-  Male/ Female
-  18 - 40 Years Old
-  High School
-  SES B-A Rp 1800.001 – Up
-  All Segments



Psychographic



Behaviour

Brand Positioning

Sharing Session



Brand Guidelines

ASHTA
DISTRICT 8

PIK
AVENUE

MOI



GRAND GALAXY PARK



hub life

Branding = Relationship

"Just like in any relationship, branding requires communication, understanding, and the ability to listen and adapt to the needs of others."



Visual Communication Design 1
Fakultas Seni & Desain

Thank You