

CHAPTER V

CLOSING

5.1 Conclusion

Femininity despite its relevance in mainstream media, has not been fully understood by Indonesians. Femininity as a concept is only viewed as an aesthetic in Indonesia, and not as a form of self-expression, identity, nor empowerment. The concept of femininity may be seen as superficial, as femininity itself is a complex topic which can be both empowering and limiting towards women. Despite this, there is few if not very little media which utilizes femininity to empower women in Indonesia. In order for femininity to be seen in a positive light, it is necessary to create an informational media first before advocating it as a form of empowerment and self-choice. The author chose an illustration book as the primary media of this design process.

During the design process, the author starts by collecting as much data and information as possible regarding hyperfemininity. The author then establishes the target audience which are females aged 16 – 24 years within the Jabodetabek area. The collected information was then used during the brainstorming process which generated a mindmap of various keywords. The chosen keywords were then used as a guideline to create the big idea, “pink on your sleeve”. This big idea was then used as the overall concept of the book design, incorporating scrapbook and diary elements to make the book feel more personalized while also utilizing feminine visual elements, creating a cheerful and light-hearted atmosphere despite the topic’s complexity.

By combining all design principles and elements onto this design, the author hopes that this illustration book can be provided as a solution to the problem stated in the previous paragraph. The author had written and designed a book regarding femininity through definitions, feminine public figures, beauty tips, and fun activities in hopes that the target audience are able to understand the topic easily, hence bringing light to a topic that is rarely talked about despite its

prevalence. The application of design principles, color theory, illustration roles, and character design is expected to improve the book's visual quality and reading experience for the readers. Thus, making it an effective source of information through fun topics and activities.

5.2 Suggestions

After going through the entire design process, there are several suggestions that the author would like to convey to researchers, and the university. The following are some suggestions which the author had compiled to reflect for further development as a designer and illustrator.

1. Researcher

When creating a design with a similar topic, namely hyperfemininity, it is important for the designer to first gain general knowledge of the topic, as it is quite complex and multi-layered. There is a clear difference between the concept of hyperfemininity and femininity, hence it is important for the researcher to first conduct proper research. The researcher can refer to similar media instead, while not entirely based on the topic of hyperfemininity itself. The amount of content regarding hyperfemininity in Indonesia is still very small. The researcher should not focus too much on a single subtopic, which defeats the purpose of spreading the complex concept of hyperfemininity.

Aside from this, it is also important for the researcher to first ask for verification from experts in the field of hyperfemininity and women empowerment regarding the book's content. The book's copywriting has to be kept in mind in order for it to not offend any parties. This also makes the book's content in line with its initial empowering messages.

The existence of design principles plays a crucial role in the book design process. Because the designer is laying out large amounts of both texts and illustrations, it is easy for the composition to become unorganized. Hence, it is important that the researcher be aware of said design principles as well as grid systems and margins, so that they are able to achieve a harmonious and structured composition. The visualization and design process of the design also needs to be able to spread the initial message of the design process, not only showcasing the

design and illustrations. Visualizing the topic through everyday items and aesthetics may help the researcher in deciding the correct visual style for the final design. During the design and illustration process, it is important for the researcher to keep in mind the book's initial message so the design does not stray far from it.

Relating to the physical aspects of the book and its secondary media, it is crucial for the researcher to first do research regarding the capability of printing companies. This is so that the book is able to be mass produced properly with a clear budgeting plan. Aside from this, the researcher must have basic knowledge of printing first before deciding on the book's materials, whether the book is better to be mass produced or to be printed on demand instead.

2. University

For the university, the author hopes that they can continue to provide endless support for the students, both academically and mentally. The author hopes that the university is able to provide adequate facilities for students to conduct research on topics that are rarely brought up in journals and other reports. With this assistance, it would greatly help the author as well as other students to complete the data collection process, so that the final design can be more credible.

The author believes that this book design is far from perfect as there are still many shortcomings in terms of researching, content writing, and designing. Hence, the author appreciates any form of suggestions given by the readers of this report. Through these advices, the author is able to analyze the book design objectively and identify deficiencies overlooked during the design process.

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