

PERANCANGAN PORTOFOLIO DIGITAL DAN PLATFORM PENDIDIKAN UNTUK DESAINER GRAFIS BARU

DESIGNING DIGITAL PORTFOLIO AND EDUCATIONAL PLATFORM FOR NEW GRAPHIC DESIGNER

Tiara Kusumadewi¹, Aria Ar Razi², Wahyu Lukito³

^{1,2,3} Visual Communication Design, School of Creative Industries, Telkom University, Jl. Telekomunikasi No 1,
Terusan Buah Batu – Bojongsoang, Sukapura, Kec. Dayeuhkolot, Kabupaten Bandung, Jawa Barat, 40257
agathatiara@student.telkomuniversity.ac.id, ariaarrazi@telkomuniversity.ac.id,
wahyulukito@telkomuniversity.ac.id

Abstrak: Portofolio digital sangat diperlukan di era modern, khususnya bagi para desainer grafis sebagai tolok ukur bagi klien untuk menentukan seberapa kreatif hasil otak desainer dalam menghasilkan solusi di media visual profesional. Namun, banyak orang menganggap sulit untuk membuat portofolio sendiri, terutama bagi orang yang baru memasuki dunia desain dan tidak memiliki latar belakang desain grafis karena kurangnya proyek desain yang dapat mereka kerjakan atau kurangnya mentor yang mereka miliki. dapat digunakan sebagai referensi. Penelitian ini bertujuan untuk menyediakan platform yang mudah diakses bagi siapa saja yang baru tertarik belajar desain grafis untuk meningkatkan keterampilan mereka dalam membuat portofolio yang ditargetkan yang juga dilengkapi dengan latihan-latihan sebagai respon terhadap brief klien, sehingga para desainer grafis ini juga terlatih untuk bekerja di bawah arah klien. Metode penelitian yang digunakan untuk menganalisis dan memperoleh data yang dibutuhkan adalah metode kualitatif yang didukung dengan wawancara dengan para ahli. Manfaat dari platform yang akan dikembangkan adalah menyediakan sumber belajar dengan UI yang mudah digunakan bagi siapa saja yang tertarik dengan bidang desain grafis. Ini dapat membantu di tempat kerja nanti.

Kata kunci: digital portofolio, platform, desain grafis

Abstract: Digital portfolio is very necessary in the modern era, specifically for graphic designers as a benchmark for clients to determine how creative the designer's brain results in solutions in a professional visual medium. However, a lot of people consider it challenging to create their own portfolios, particularly for people that just entering the world of design and have no background in graphic design due to a lack of design projects they can work on or a lack of mentor that

they can use as a reference. This research aims to provide platform that's easy to access for anyone who is just interested learning graphic design to improve their skill to create targeted portfolios that are also equipped with exercises in response to client briefs, so that these graphic designers are also trained to work under the direction of the client. The research method used to analyze and obtain the required data is a qualitative method supported by interviews with experts. The benefit of the platform that will be developed is to provide learning resources with an easy-to-use UI for anyone who is interested in the field of graphic design. This can be helpful in the workplace later on.

Keywords: *portfolio digital, platform, graphic design*

BACKGROUND

Graphic design is an element that studies images, fonts, colors, composition, and layouts that have been processed and applied to various visual media. Graphic design is a derivative of knowledge from Visual Communication Design which of course studies the concept of communication and the expression of creative power. (Tinarbuko, 2015). Graphic designers provide solutions to clients' problems, requiring expertise, experience, and a portfolio to convey messages effectively.

A portfolio is a collection of works intended to communicate the creator's ability in a variety of methods, according to the design tradition. (Nugrahani, 2014). Building a portfolio is crucial for graphic designers' success, attracting clients and showcasing their track record.

Quoting from journals (Ar Razi et al., 2018), limited information about the lack of information, limited management systems, and the lack of alternative technology media can be developed by utilizing advancements in information and communication technology that have emerged quickly through internet technology in the digital era.

The development of digital portfolios allows graphic designers to easily showcase their work, keep clients updated, and showcase their development.

These portfolios are accessible anytime, anywhere, and greatly facilitate the creative industry for both clients and designers.

Design industry careers face numerous challenges, including confusion, lack of resources, and lack of facilities for demonstrating skills. Target audiences in Indonesia struggle with finding projects, honed skills, and a lack of platforms for client interaction and digital portfolios.

This research aims to assist beginners in learning design, hone skills in an easy-to-understand manner and create a portfolio for those struggling. It provides case studies and visualizations, enabling graphic designers to create targeted portfolios, potentially leading to freelance work or job opportunities. Additionally, it expands connections between emerging designers.

The author will create a UI prototype for digital design students in Jakarta and Bandung, aiming to provide a modern, easy-to-understand learning medium. The target audience includes students studying digital design and those active in art and design events during the Jakarta and Bandung eras.

RESEARCH METHOD

In this study, the authors used qualitative research methods by observing and interviewing experts. For theory, the author uses several journals, including the following:

Graphic design, also known as communication design, is the process of organizing and presenting concepts and experiences using visual and written content. It can take on real or virtual shapes and may include words, photos, or graphics. Graphic design can be done at any scale, from designing a single postage stamp to a comprehensive network of postal signs. It can be aimed at a small audience or accessible to millions of people, as seen in a worldwide news organization's integrated digital and physical material. (Cezzar, 2017). This study

focuses on Graphic Design User Interface (UI), which involves creating user-friendly and pleasant interfaces for tools or platforms. UI designers must balance technological functionality with visual appeal, including color, to engage users and create a pleasing visual experience. Discordant designs result in disorganized and dull experiences. (Swasty & Adriyanto, 2017). In order to disseminate information, sell, rent, and other things, the website itself acts as a middleman between website owners and users. Another name for a website is a group of ten pages with a domain holding information. (Maulana et al., 2023)

DATA & ANALYSIS

The results of designing this platform have new targets in the world of design, wanting to deepen design knowledge and wanting a targeted portfolio, in the age range of 18-21 years in the Jakarta and Bandung area. The data collected is through observation between platforms that have the same function and also through interviews with experts.

Through designing this platform, it is hoped that the audience will be able to practice dealing with briefs from clients through case studies and be able to have a digital portfolio and learn online design classes anywhere and anytime. The following is the conclusion of several analyzes that have been carried out by the author:

Interview Analysis

An educational platform for graphic design addresses difficulties faced by ordinary people, such as lack of design knowledge and client relations. To ensure a user-friendly interface and efficient learning, the platform targets Jakarta and Bandung areas with DKV majoring campuses and creative students.

Similar Media Observation Analysis

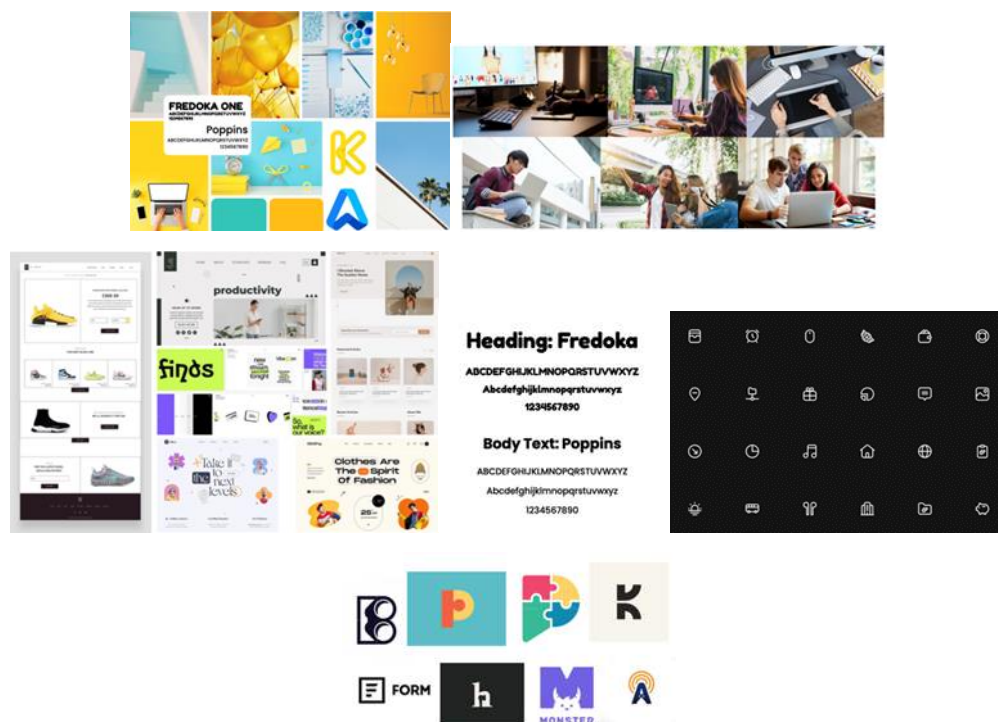
Kreavi, FakeClients and Udemy are platforms designed for learning digital design. They use a minimalist graphic style with obtuse shapes and sharp shapes, with 1-2 colors per object. They use sans serif fonts, with one object using text for visuals and the other using an abstract mark logo.

SWOT Analysis

The platform aims to create a visually appealing UI design that doesn't feel full or bored. Although it faces competition and is designed for designers, the author hopes it will help users. Opportunities include maximizing technology for online classes and learning. However, the platform faces threats from AI, which can produce faster work. The main goal is to help people learn.

The results of the design that has been done are as follows:

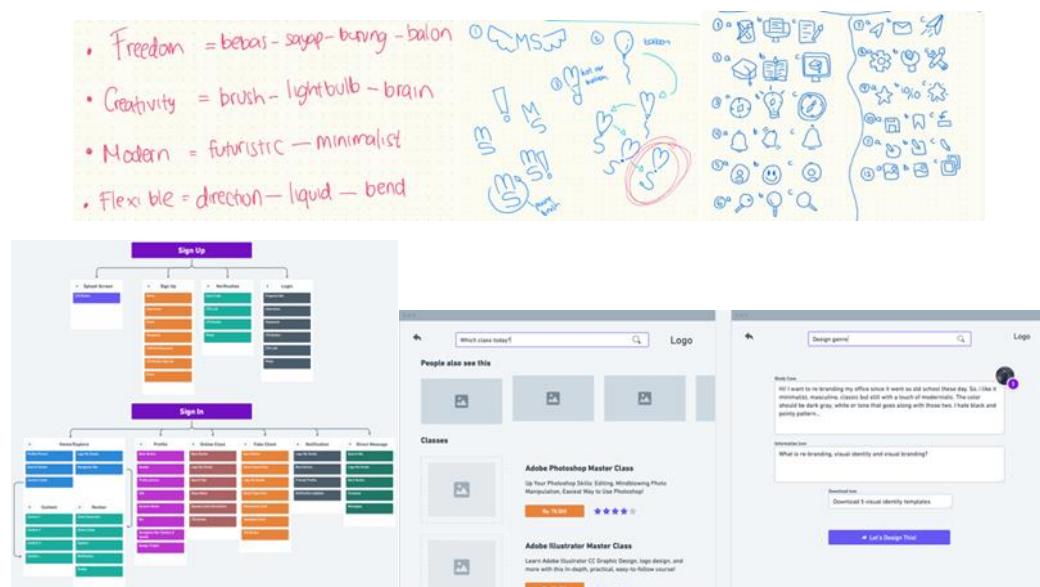
Visual Concept



Picture 3.1. Visual Concept
(Source: Gencraft, Pinterest, Freepik)

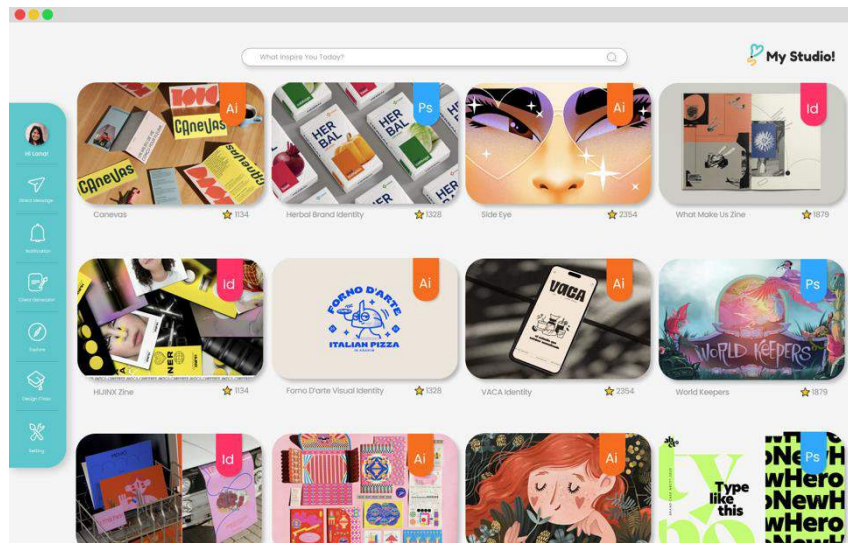
Above is a visual concept of the design of this platform, the author uses a mood board which depicts an exploratory, creative, comfortable, minimalist and modern impression. Supported by photo references that describe learning activities which are very accessible and the use of fonts that are flexible and have a good level of readability. For icons, the author uses an outline style that really emphasizes the minimalist and modern impression. As for the logo, the author uses a letter form logo type.

Designing Process



Picture 3.2. Designing Process
(Source: Private Document, Whimsical)

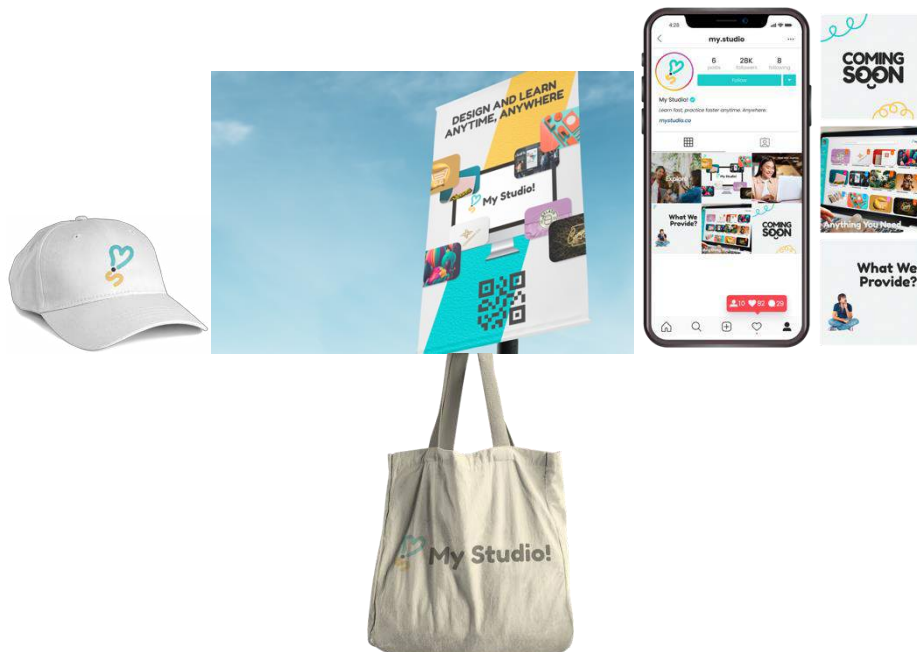
The pictures above are the process of how the author designed this platform. From the logo and icon sketches, the sitemap to the low fidelity of the prototype platform. The author created a platform called My Studio! It needs an exclamation mark because you want to highlight the impression of enthusiasm.



Picture 3.3. UI Result
(Source: Private Document using Figma)

Above is an example of a page on a website platform designed by the author.

Supporting Media



Picture 3.4. Supporting Media
(Source: Private Document)

For supporting media, the author uses flyers, social media and also merchandise so that the target audience can recognize the platform designed.

Usability testing

Table 3.1. Usability Testing

Task									
	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9
User 1	●	●	●	●	●	●	●	●	●
User 2	●	●	●	●	●	●	●	●	●
User 3	●	●	●	●	●	●	●	●	●
User 4	●	●	●	●	●	●	●	●	●
User 5	●	●	●	●	●	●	●	●	●

(Source: Private Document)

The above is one of the results of testing several respondents on the My Studio! Green indicates good, yellow indicates slow and red indicates unable to work. It can be seen from the table above that the green color means the My Studio! platform, it can work well and can be understood by the target audience.

CONCLUSION

Digital design is in high demand among students and graduates, but many are confused about how to start learning. A website platform prototype, My Studio, was designed to help target audiences gain knowledge and practice designing and creating digital portfolios. The platform features a modern, minimalist, easy, fun, and explorative approach, with white space, rounded icons, and a blue and yellow color palette. Usability testing confirmed its effectiveness and alignment with the intended audience's requirements.

BIBLIOGRAPHY

- Ar Razi, A., Rizky Mutiaz, I., Pindi Setiawan, dan, Teknologi Bandung Jl Ganesha No, I., Siliwangi, L., Bandung, K., & Barat, J. (2018). PENERAPAN METODE DESIGN THINKING PADA MODEL PERANCANGAN UI/UX APLIKASI PENANGANAN LAPORAN KEHILANGAN DAN TEMUAN BARANG TERCECER. *Jurnal Desain Komunikasi Visual*, 03(02). <http://bit.do/demandia>
- Bastian, I., Djatu, R., & Fatmawati, W. D. (2018). *BAB 2 METODA WAWANCARA*.
- Cann, M. J. (2022). *The 8 types of graphic design you need to know*. <https://99designs.com/blog/tips/types-of-graphic-design/>
- Cao, J., Zieba, K., & Ellis, M. (2015). *The Ultimate Guide To Prototyping*.
- Cezzar, J. (2017). *What is graphic design?*
- CNBC Indonesia. (2022). *7 Pengertian Website Menurut Ahli, Lengkap Jenis & Fungsinya*. <https://www.cnbcindonesia.com/tech/20220618152119-37-348229/7-pengertian-website-menurut-ahli-lengkap-jenis-fungsinya>
- Francisco, C., Ababa, E. A., Joven, S. M., Santiago, J. B., Jomarie, Y., Mostajo, O., Pascual, S. T., Bucasas, J. C., Denver, J., Javillonar, D., De Vera, S. J., Bocao, J. M., & Francisco, C. D. (2021). The Use of Educational Applications on the Student's Academic Performance. In *Article in International Journal of Multidisciplinary Studies* (Vol. 5). www.ijeais.org/ijamr
- Gana Hartadi, M., Wayan Swandi, I., & Wayan Mudra, I. (2020). *WARNA DAN PRINSIP DESAIN USER INTERFACE (UI) DALAM APLIKASI SELULER "BUKALOKA."*
- Ghufron, K. M., Kusuma, W. A., & Fauzan, F. (2020). PENGGUNAAN USER PERSONA UNTUK EVALUASI DAN MENINGKATKAN EKSPEKTASI PENGGUNA DALAM KEBUTUHAN SISTEM INFORMASI AKADEMIK. *SINTECH (Science and Information Technology) Journal*, 3(2), 90–99. <https://doi.org/10.31598/sintechjournal.v3i2.587>

- Kumar, A. (2022). *OBSERVATION METHOD Observation Method View project OBSERVATION METHOD Observation Methods*.
<https://www.researchgate.net/publication/360808469>
- Maulana, A., Hidayat, D., Aria, D., & Razi, A. (2023). *PERANCANGAN WEBSITE UNTUK SMK SENI SALAKA DOMAS* (Vol. 10, Issue 2).
- Ngurah Piantara, I. G., M. U. Putra, I. P. A., & Sastra Wibawa, P. P. (2021). *Adaptasi Desainer Grafis Di Era Perkembangan Aplikasi Instan Desain (Graphic Designer Adaptation in the Era of Instant Application Design Development)* (Vol. 1).
- Nugrahani, R. (2014). *PORTAL PORTOFOLIO : MEDIA ALTERNATIF UNTUK MENJEMBATANI KEBUTUHAN LEMBAGA PENDIDIKAN DKV DAN INDUSTRI: Vol. VIII* (Issue 2).
- Oscario, A., & Zahra, A. (2018). *STRATEGI PENYAJIAN PORTOFOLIO DESAIN*.
- Riva, M. D. La. (2023). *32 User Interface Elements For UI Designers*.
<https://careerfoundry.com/en/blog/ui-design/ui-element-glossary/>
- Sharma, N. (2019). *How Mobile Education Apps Are Improving Education System In The World?* <https://elearningindustry.com/mobile-education-apps-improving-education-system-world>
- Soewardikoen, D. W. (2019). *Metodologi Penelitian Desain Komunikasi Visual*.
- Swasty, W., & Adriyanto, A. R. (2017). Does Color Matter on Web User Interface Design? In *Communication & Information Technology) Journal* (Vol. 11, Issue 1).
- Tinarbuko, S. (2015). *DEKAVE Desain Komunikasi Visual*.
- Tomita, K. (2015). *Principles and elements of visual design: A review of the literature on visual design of instructional materials*.
- Widjaya, P. G. (2017). *Analisis Segmenting, Targeting, Positioning dan Marketing Mix pada Pt.murni Jaya*. 5.

<https://media.neliti.com/media/publications/54479-ID-analisis-segmenting-targeting-positionin.pdf>

Wiryawan, M. B. (2011). *USER EXPERIENCE (UX) SEBAGAI BAGIAN DARI PEMIKIRAN DESAIN DALAM PENDIDIKAN TINGGI DESAIN KOMUNIKASI VISUAL* (Vol. 2, Issue 2).

