

TABLE OF CONTENT

VALIDITY SHEET	i
STATEMENT SHEET	ii
FOREWORD	iii
ABSTRACT.....	iv
ABSTRAK	v
TABLE OF CONTENT	vi
IMAGE LIST	ix
CHAPTER I	1
1.1. Background	1
1.2. Problem Identification	3
1.3. Problem Formulation.....	3
1.4. Scope	3
1.5. Research Objectives	4
1.6. Research Benefit.....	4
1.7. Research Method	4
1.8. Research Frameworks	7
1.9. Writing systematic.....	7
CHAPTER II.....	9
2.1. Malnutrition.....	9
2.2. Nutrition	10
2.3. Visual Communication Design	11
2.1.1 Elements Of Design	11
2.1.2 Principle of Design.....	14
2.1.3 Typography	16
2.4. Educational Media.....	18
2.5. Illustration	18
2.6. Comics.....	19
2.4.1 Elements of Comics	20
2.4.2 Aspect of Comic.....	21
2.7. Adolescence.....	26
2.8. Theory Framework	26
2.9. Assumption.....	26

CHAPTER III	27
3.1 Bandung City Health Department	27
3.1.1 Vision and Mission	28
3.1.2 Organization Structure	28
3.1.3 Task.....	29
3.2 Data and Analysis.....	29
3.2.1 Target Audience Data	29
3.2.2 Similar Visual Data.....	30
3.2.3 Observation Data.....	38
3.2.4 Object Data.....	39
3.2.5 Interviews.....	41
3.2.6 Questionnaires Data	44
3.2.7 SWOT Analysis	48
CHAPTER IV	51
4.1 Design Concept	51
4.1.1 Message Concept	51
4.1.2 Creative Concept.....	51
4.1.3 Primary Media Concept	52
4.1.4 Supporting Media Concept	52
4.1.5 Communication Concept.....	53
4.1.6 Visual Concept.....	54
4.2 Design Process	56
4.2.1 Logo Design Progress	56
4.2.2 Character Design Progress	57
4.2.3 Comic Writing Progress.....	61
4.3 Design Result	65
4.3.1 Logo Design.....	65
4.3.2 Character Design.....	65
4.3.3 Storyboard.....	68
4.3.4 Comic Design.....	69
4.3.5 Supporting Media Design	74
CHAPTER V.....	76
5.1. Conclusions	76
5.2. Suggestion	76

BIBLIOGRAPHY	77
--------------------	----