

ABSTRACT

PROTOTYPE DESIGN OF BUYING AND SELLING WEBSITE DIGITAL ILLUSTRATION WORK

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The art collective at Institut Seni Indonesia Yogyakarta, named Titik Kumpul Forum & Collective was established in 2020 consisting of 12 artists. During their work in the art world, every month they can work on more than 3 artworks, in their busy schedule they really need various media platforms to publish information and promotions that can facilitate artists in the process of publishing works and they need a management for their artists, so that they can focus more on the process of creating works. The data analysis method used is qualitative with literature study, interviews, and quantitative data analysis method using questionnaires. Easily accessible promotional media in the form of online media to facilitate buyers in buying digital illustration works and facilitate artists to sell digital illustration works. Through this media, the design is done with the output of the website as a forum for promotion and buying and selling digital illustration works online. The benefits of the results of this design, the website can be an online media to disseminate information, promotions, and transactions as an effort to buy and sell digital illustration works that are easy and safe.

Keywords: prototype, design, website, transaction, digital illustration