

TABLE OF CONTENTS

VALIDITY SHEET.....	ii
STATEMENT SHEET.....	iii
FOREWORD.....	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
TABLE OF FIGURES.....	ix
LIST OF TABLE.....	xii
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Background	1
1.2 Problem Identification	3
1.3 Formulation Of The Problem	3
1.4 Research Limitation	3
1.5 Research Goal	4
1.6 Benefits of Design	4
1.6.1 In General.....	4
1.6.2. In particular	4
1.7 Data Collection and Analysis Methods	4
1.7.1 Data Collection Methods	4
1.7.2 Data Analysis Methods	5
1.8 Research Framework	6
1.9 Framing	7
CHAPTER 2.....	8
THEORETICAL BASIS	8
2.1 Environmental Graphic Design	8
2.2 Signage	10
2.2.1 Kinds of Sign Content.....	12
2.2.2 Signage Function.....	12
2.2.3 Signage Design Stage.....	13
2.2.4 Basic form of signage based on installation.....	13

2.2.5 Sign Mounting Considerations	14
2.3 Wayfinding	16
2.4 Visual Communication Design.....	18
2.4.1 Dot.....	20
2.4.2 Line.....	20
2.4.4 Space	22
2.4.5 Color.....	22
2.4.6 Texture.....	25
2.4.7 Symbol and Arrows.....	26
2.4.8 Typography	27
2.4.9 Layout.....	29
2.6 Theory Framework.....	33
2.7 Assumption	33
CHAPTER 3.....	34
DATA & ANALYSIS.....	34
3.1 Project Provider Data.....	34
3.2 Research Objects	35
3.2.1 Non-Physical Data.....	35
3.2.2 Physical Data.....	38
3.4 Similar Object Data.....	48
3.4.1 Borobudur Temple.....	48
3.4.2 Gedung Sate Museum.....	50
3.5 Interview Data	53
3.6 Questionnaire Data	57
3.7 Location Study.....	65
CHAPTER 4.....	66
DESIGN & RESULT	66
4.1 Concept.....	66
4.1.1 Message Concept.....	66
4.1.2 Creative Concept.....	66
4.1.3 Media Concept.....	67

4.1.4 Visual Concept.....	68
4.2 Main Media	72
4.2.1 Directional Signage.....	72
4.2.2 Rules and Regulation	73
4.2.3 Identification Sign.....	74
4.2.4 Interpretative	76
4.2.5 Pictogram	81
4.3 Additional Media.....	82
4.3.1 Postcard.....	82
4.3.2 Collectible Ticket	83
4.3.3 Key Chain	84
CHAPTER 5	85
CONCLUSION & SUGGESTION	85
5.1 Conclusion.....	85
5.2 Suggestion	85
Bibliography	86