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## Teknik Presentasi

Pertemuan 14

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# **DESAIN LAYOUT DALAM TEKNIK PRESENTASI (MATERI LANJUTAN)**

# Desain/Lay-Out

- Lay-out dalam sebuah koran/surat kabar memiliki fungsi serta tujuan untuk *sell the news, grade the news set the tone, and guide the readers* (menawarkan/menjual berita, menentukan rangking berita, membimbing para pembaca akan hal-hal yang harus dibaca terlebih dahulu).
- Lebih lanjut lay-out sebuah surat kabar/koran dibuat dengan menyesuaikan gerak mata para pembaca. Dalam penyusunan lay-out sebuah surat kabar/koran, selain diperlukan adanya pengetahuan tentang jenis dan warna huruf, juga harus memiliki jiwa seni. Sebab dari ukuran huruf untuk headline, panjang berita, besar dan warna foto atau tulisan sangat berpengaruh terhadap mata pembaca.

- Posisi suatu berita, isi dan pola yang digunakan semuanya dibuat untuk melayani pembaca. Sehingga lay-out itu disesuaikan dengan siapa pembacanya.
- Berdasarkan desain, lay-out, dan tipografi dapat menjadi sebuah ekspresi pencerminan kepribadian surat kabar itu sendiri, sehingga pembaca dapat memberikan penilaian akan jenis surat kabar yang dibacanya.
- Lay out koran memang agak berbeda dengan lay-out majalah atau tabloid, karena koran lebih cenderung untuk menampilkan informasi secara padat. Padat disini dalam pengertian bahwa jumlah berita bisa panjang, namun luasan cetak sangat terbatas. Sebagai konsekuensi, teks cenderung lebih kecil, jarak antar baris juga sempit.
- Koran menampilkan informasi dalam bentuk kolom, sehingga memudahkan kita untuk mengikuti alur membacanya. Jadi, paling tidak tetap ada unsur yang membantu pembaca dalam menikmati informasinya.

# Berdasarkan jenisnya lay-out surat kabar/koran dapat dibedakan menjadi:

- Symetrisal lay-out; disebut juga foundry/vertical lay-out,
- karena lebih seperti jemuran, letak berita-beritanya seimbang. Lay-out seperti ini digunakan oleh The New York Times dan Kompas.

**Buku: Diaspora Bugis-Makassar** ...  
**Sosialita: Rulita Angraeni** ...  
**Aku dan Rumahku: Cerita dari Vila Darga** ...

**ikuti Interaktif**  
 dan menanggapi 2 buah topik

**TOPIK**

- **Seorang Korban Belum Sadar**  
 Kerinci berduka karena meninggal seorang pemuda di kota Kuala Lumpur, Malaysia pada Selasa (23/5/2009) di usia muda. Korban bernama Muhammad Fauzan bin Muhammad Fauzan, 27 tahun, warga Kuala Lumpur. Ia meninggal dunia karena kecelakaan pesawat di Kuala Lumpur. Fauzan adalah mahasiswa di salah satu universitas di Kuala Lumpur. Ia meninggal dunia pada pukul 10.30 WIB. Fauzan meninggalkan seorang istri dan dua anak. Fauzan adalah mahasiswa di salah satu universitas di Kuala Lumpur. Ia meninggal dunia pada pukul 10.30 WIB. Fauzan meninggalkan seorang istri dan dua anak.
- **Meraldi Patih Berkahar di Hita**  
 Badan Mualaf Patih Berkahar di Hita, Sumatera Utara, telah meninggal dunia karena kecelakaan pesawat di Kuala Lumpur. Mualaf Patih Berkahar adalah seorang mahasiswa di salah satu universitas di Kuala Lumpur. Ia meninggal dunia pada pukul 10.30 WIB. Mualaf Patih Berkahar meninggalkan seorang istri dan dua anak.
- **Koehler Presiden Jerman Lagi**  
 Menteri Luar Negeri Jerman, Frank-Walter Steinmeier, telah mengumumkan bahwa Presiden Jerman akan kembali menjabat pada tahun 2012. Steinmeier adalah seorang diplomat dan politikus Jerman. Ia telah menjabat sebagai Menteri Luar Negeri Jerman sejak tahun 2005. Steinmeier adalah seorang diplomat dan politikus Jerman. Ia telah menjabat sebagai Menteri Luar Negeri Jerman sejak tahun 2005.
- **Banahung Hujan**  
 Banjir di kawasan Banahung, Kalimantan Tengah, semakin parah karena hujan deras yang mengguyur wilayah tersebut sejak Selasa (23/5/2009). Banjir di kawasan Banahung telah menyebabkan banyak rumah rusak dan beberapa orang meninggal dunia. Banjir di kawasan Banahung telah menyebabkan banyak rumah rusak dan beberapa orang meninggal dunia.



Pementasan Festival of Life

### PEMILU

## Aktivitas Capres dan Cawapres Meningkat

PARAHITA, RIJOWATI — Aktivitas kampanye politik menjelang pemilihan umum telah Purnomo dan Kalla meningkat. Keduanya semakin aktif mengunjungi daerah-daerah di seluruh Indonesia untuk bertemu dengan pemilih. Keduanya juga semakin aktif mengunjungi daerah-daerah di seluruh Indonesia untuk bertemu dengan pemilih. Keduanya juga semakin aktif mengunjungi daerah-daerah di seluruh Indonesia untuk bertemu dengan pemilih.

## Mantan Presiden Kersel Bunuh Diri

### Kekaguman Rakyat Dikobori Tindakan Korupsi

SEDIU, SARTU — Mantan Presiden Korea Selatan Roh Moo-hyun, yang tengah dipertanyakan dugaan skandal korupsi serbaneka, dibunuh di rumah diri dengan melontar diri ke balkon kamarnya di pinggiran di dekat desa tempat kediamannya. Dendamnya terhadap pemerintah Korea Selatan yang dianggap telah menyalahgunakan kekuasaan dan korupsi telah mendorongnya untuk melakukan tindakan bunuh diri.



Roh Moo-hyun, mantan Presiden Korea Selatan.

Menurut laporan media Korea Selatan, Roh Moo-hyun meninggal dunia pada Selasa (23/5/2009) di rumahnya di pinggiran Seoul. Roh Moo-hyun adalah mantan Presiden Korea Selatan yang menjabat selama dua periode. Ia meninggal dunia karena melontar diri ke balkon kamarnya di rumahnya. Roh Moo-hyun adalah mantan Presiden Korea Selatan yang menjabat selama dua periode. Ia meninggal dunia karena melontar diri ke balkon kamarnya di rumahnya.

## Merayakan Identitas di Negeri Asing

Perayaan budaya nasional di Hotel Grand Hyatt Melbourne, Australia, telah berlangsung dengan meriah. Perayaan ini dihadiri oleh ratusan tamu undangan, termasuk pejabat pemerintah dan masyarakat umum. Perayaan ini dihadiri oleh ratusan tamu undangan, termasuk pejabat pemerintah dan masyarakat umum. Perayaan ini dihadiri oleh ratusan tamu undangan, termasuk pejabat pemerintah dan masyarakat umum.



Perayaan budaya nasional di Hotel Grand Hyatt Melbourne, Australia.

## BACA LIPUTAN LENGKAPNYA DI KOMPAS, 25 MEI 2009

Rutin pula Redaksi Kompas bicara di Radio Sonora (92.0 FM) Jakarta, 25 Mei 2009, pukul 06.00 pagi

# The New York Times

Special Edition  
 Today, chaos, part, non-sensical, recent glass panes, tonight, strong forward words, tomorrow, a later day, Webster map throughout.

Vol. CLXV, No. 54,631  
 NEW YORK, SATURDAY, JULY 4, 2009  
 PRICE

## Nation Sets Its Sights on Building Sane Economy

### True Cost Tax, Salary Caps, Rent-Busting Top List

By J. VERIAN

The President has called for swift passage of the SafeJobs for a New Economy (S.A.N.E.) bill. The omnibus economic package includes a federal minimum wage, mandatory "True Cost Accounting" a plan to withdraw from complex financial instruments, and other measures intended to improve life for ordinary Americans. One highlight on Page A10 is also regarded earlier calls for passage of the "Ban on Lobbying" bill currently making its way through Congress.

Treasury Secretary Paul Krugman stressed the importance of the bill. "Markets make great sense, terrible leaders, and absurd religions," said Krugman, quoting Paul Hawken, an advocate of corporate responsibility and author of "Blessed Unrest, How the Largest Movement in the World Came into Being and Why We Can't Ignore It."

"At this point, the market is in

## IRAQ WAR ENDS

troops to return immediately

WASHINGTON — Operation Iraqi Freedom and Operation Enduring Freedom were brought to an inconclusive close today with a quiet announcement by the Department of Defense that troops would be home within weeks.

"This is the best face we can put on the most unfortunate admission in modern American history," Defense spokesman Kevin Strain said at a special joint session of Congress. "Today, we can finally enjoy peace — not the peace of the Iraqis, perhaps, but at least peace."

As U.S. and coalition troops withdraw from Iraq and Afghanistan, the United States will move in to perform peacekeeping duties and aid in rebuilding. The U.S. will be responsible for keeping the two countries stable; coordinating the rebuilding of hospitals, schools, highways, and other infrastructure; and overseeing opening elections.

The Department of the Treasury confirmed that all U.S. shares owned by the U.S. were paid as of this morning. That means Iraqis are finally cashed for the war but not sent directly to the U.S. Iraq Chamber of Commerce.

The president noted that Iraq War had resulted in the loss of 3,000 U.S. lives.

**Maximum Wage Law Succeeds**  
 Treasury Announces "True Cost" Tax Plan

**Ex-Secretary Apologizes for W.M.D. Scare**

**Maximum Wage Law Succeeds**  
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**Ex-Secretary Apologizes for W.M.D. Scare**

# • Koran Kompas

- Koran Kompas merupakan salah satu Koran Nasional terbesar di Indonesia.
- Sering mengalami perubahan perwajahan tapi tidak terlalu mencolok, sehingga pembaca tidak pernah merasakan perubahan dalam perwajahannya.
- Seperti misalnya pada penempatan foto pada halaman utama, menggunakan maximal cropping, dimana topik utama pada foto terlihat dengan jelas. Dalam typografinya Kompas tetap bertahan dengan Times Romannya dengan size 10 point untuk isi beritanya dan size besar untuk Headline dan subheadline.
- Untuk ilustrasi tetap berpegang pada minimalis ilustrasi dengan penempatan insert foto yang mendukung Headline, terletak di sisi atas di bawah tulisan Kompasnya sendiri.



### KUTIPAN

**Polisi Amankan Suramadu 24 Jam**  
Karcis Tol Perintis untuk Mobil Akan Dimatikan

Surabaya, 10 Juni—Tiga hari ini akan berakhir pelaksanaan operasi pengamanan di Suramadu selama 24 jam. Selama ini, operasi pengamanan di Suramadu dilakukan dengan cara memasang rambu-rambu pembatas di bagian-bagian yang berbahaya. Selama ini, operasi pengamanan di Suramadu dilakukan dengan cara memasang rambu-rambu pembatas di bagian-bagian yang berbahaya.

### Polisi Amankan Suramadu 24 Jam

Karcis Tol Perintis untuk Mobil Akan Dimatikan



Tim L1 dan L2 Polri mengamankan Suramadu selama 24 jam.

### WBR ADDRESS



WBR dan KAT akan menggelar pertandingan basket di arena basket di Rajawali Plaza Surabaya.

**Makin Dekat dengan Heat Dance Team**  
Surabaya, 10 Juni—Malam ini akan digelar pertandingan Heat Dance Team antara Tim Heat Dance Team Rajawali Plaza Surabaya dan Heat Dance Team Rajawali Plaza Surabaya.

### KUERS



Progres pembangunan Gedung KUI di Surabaya.

### EKONOMI BISNIS



Ribuan hadir di acara pertunjukan musik di Surabaya.

**Bestial Laka Rp 4,9 Triliun**  
Surabaya, 10 Juni—Kendaraan mewah jenis SUV terbaru dari produsen asal Amerika Serikat, yaitu Ford Expedition, akan dijual di Indonesia dengan harga Rp 4,9 miliar.

### SENENTANA ITU



Pertunjukan teater di gedung pertunjukan di Surabaya.

**Pelajar Dengan 100 orang**  
Surabaya, 10 Juni—Sebanyak 100 pelajar dari SMA Negeri 1 Surabaya mengikuti kegiatan sosialisasi di Gedung KUI.



Pada 10 Juni, tim L1 dan L2 Polri mengamankan Suramadu selama 24 jam.

### Vonis Besan SBY Lebih Berat

**Kena 4,5 Tahun, Anisa Polan No Comment**  
Surabaya, 10 Juni—Pengadilan Tinggi Surabaya menjatuhkan vonis terhadap Anisa Polan dan Polan No Comment. Anisa Polan dijatuhi hukuman penjara 4,5 tahun dan Polan No Comment dijatuhi hukuman penjara 2 tahun.



### Bolos Syuting, Mano Serahkan Bukti Perkosaan

Surabaya, 10 Juni—Seorang artis perempuan menyerahkan bukti perkosaan kepada pihak berwajib. Pihak berwajib akan melakukan penyelidikan lebih lanjut.

### Korban Tewas Tragedi Tambang Jadi 33 Orang

Surabaya, 10 Juni—Sebanyak 33 orang tewas dalam tragedi tambang di daerah tertentu. Pihak berwajib sedang melakukan penyelidikan untuk mengetahui penyebab tragedi tersebut.

### Pisau Halif, Revolusi Dunia Medis dari Chongqing, Tiongkok (1)

#### Tuntaskan Tumor Kecil Hanya dalam Puluhan Menit

Salah satu inovasi terbaru di dunia medis adalah pisau halif yang dikembangkan di Chongqing, Tiongkok. Pisau halif ini memungkinkan dokter untuk menghilangkan tumor kecil hanya dalam beberapa menit. Inovasi ini diharapkan dapat menyelamatkan banyak nyawa.

- Informal balance lay-out;
- banyak dipakai oleh surat kabar, karena mengarah kepada kesempurnaan suatu keseimbangan.
- Foto yang hitam akan lebih baik jika diletakkan di kanan atas halaman, dan akan kelihatan berat kalau diletakkan di bagian bawah halaman.





SURAT KABAR

# NEWS METRO

f : Surat Kabar News Metro  
t : @News\_Metro

Kritis Ciptakan Solusi  
Email : news.metro.depok@gmail.com

EDISI 193: SENIN 01 OKT - 15 OKT 2012  
www.newsmetroindonesia.com

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## Katy Perry dinobatkan sebagai "Woman of The Year"

Jakarta, NM - Penyanyi pop Katy Perry disebut sebagai Woman of The Year oleh Billboard pada Selasa, setelah mengalami 12 bulan pameran kehidupan dimana dia harus bercerai dengan suaminya dan mengubah keputusan tersebut menjadi sebuah single hit dan film. Perry (27) membuat persembahannya dengan komedian Inggris Russell Brand pada akhir 2011 menjadi sebuah lagu hit "Part of Me" dan film dibalik layar 3D dengan judul "Katy Perry: Part of Me" yang mendokumentasikan dinamika kehidupan pribadi dan profesionalnya.

Penyanyi berlakhi memenangkan 'hati' pasukan penggemar yang bernama 'katycats', yang tersebar di akun jejaring

Hal 7

## Ini dia! Biodata Profil Jokowi



Joko Widodo

Joko Widodo atau lebih dikenal sebagai Jokowi begitu fenomenal saat ini. Tentu saja hal ini terjadi tidak lepas dari kemana-gamanya dalam Pilkada DKI Jakarta 2012 untuk memilih gubernur

Hal 8

# 16 tewas akibat tawuran sekolah, Terhitung Sampai September 2012

Komis X DPR pekan ini telah memanggil pihak Direktorat Jenderal Pendidikan

Jakarta NM - Anggota Komisi X DPR, Rohmani, mengemukakan, hingga September 2012 sudah ada sekurangnya 16 orang pelajar yang tewas akibat tawuran siswa antar sekolah.

Hal 11



Hal 11

## IPW desak KPK usut dugaan korupsi Polri

Jakarta, NM - Indonesia Police Watch (IPW) mendesak Komisi Pemberantasan Korupsi (KPK) untuk mengungkap dugaan tiga kasus korupsi dan lebih yang telah jumlahnya ratusan miliar di lingkungan lembaga pendidikan Kepolisian Negara Republik Indonesia (Polri).

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## Pemkot Beijing sampai selamat untuk Jokowi



Beijing, NM - Pemerintah Kota Beijing menyampaikan selamat kepada Gubernur dan Wakil Gubernur DKI Jakarta terpilih Joko Widodo dan Basuki Tjahaja Purnama, dan mengharapkan kerja sama antara Jakarta

Hal 11

## POJOK SENYUM

- Berita 1: Rona diwala aky, seorang wanita dekat menganti usernam e-nya menjadi "wuh uduh g u c wAy aGny"
- Berita 2: Lady Gaga Botol, FPI Gelar Syukuran Dengan Penerima Dendang Kogro
- Berita 3: Dibari Julukan Kota Pahlawan', Surabaya

Hal 11

## Lagi, Pungli Samsat Grobogan kian merajalela



Pati, NM - Pungli Samsat (Pungli) kian merajalela di daerah ini dan ada juga yang masuk ke bagian di Samsat Grobogan. Para warga yang terdapat di bagian ini juga. Dari hasil investigasi News Metro, beberapa waktu yang lalu dikawatir, terlihat seorang oknum pegawai di Samsat Grobogan tersebut sedang menerima uang sebesar Rp. 15.000,- dari salah satu pemilik kendaraan roda dua. Ketika ditanya oleh News Metro, dikawatir bahwa uang tersebut untuk biaya cek fisik kendaraan roda dua. Bahkan juga yang dikawatir beraksi, mem-

Hal 11

## Jualan buku dan LKS 'trend' di Cianjur



Cianjur, NM - Walau sudah ada larangan dari pemerintah soal penjualan buku pelajaran dan LKS namun hal tersebut masih saja marak terjadi di Kabupaten Cianjur.

Tempat penjualan buku SMPN 1 Cibober

# Jokowi-Ahok raih 53,82 persen suara

Jakarta, NM - Pasangan calon gubernur, Joko Widodo (Jokowi) dan Basuki Tjahaja Purnama, unggul di lima wilayah dalam perolehan suara Pilkada DKI Jakarta putaran kedua, dan memenangkan pemilihan gubernur dan wakil gubernur dengan memperoleh 53,82 persen suara.

Hal 11

## Priyo: tidak boleh ada pelemahan terhadap KPK



Jakarta, NM - Wakil Ketua DPR, Priyo Budi Santoso mengatakan, revisi Undang-Undang Nomor 30 Tahun 2002

Hal 11

## 425 Anak Butuh Bantuan Kursi Roda

Jejara (Jaweng), NM - Sedikitnya 425 anak yang masih membutuhkan bantuan kursi roda. Ratan Tuna Daksa Jejara (TDD) berharap, Pemkab memberikan perhatian terhadap mereka.

Hal 11

## MOTIVASI go... Publik

Cerita NYATA di mahasiswa Indonesia di Australia. Suatu pagu kami menjumpai seorang klien di bandara. Cg itu sdh tua kharan 60 thn. Sg Ekip adlh grupnya ansl Singapura dgn legal bicara gaya melayu & english belau menceritakan pengalamannya di Singapura kpd

Hal 11

HALAMAN LUKUK

# Pikiran Rakyat

TEL. JAWARA SURABAYA 0800 22 000  
021 222 22 77

## 20 Person Karsi PTN untuk Rakyat Miskin

KPU DKI siap terima gugatan pilkada



HALAMAN DALAM

KAB. BANJANG

Banjari Sececah



## Obama, "RI Kekuatan Baru"

Amerika Bintah Indonesia untuk Hadapi Krisis

### "Palang Kampung Nih!"

P

## Magelang Diguyur Abu Vulkanik





- **Quadrat lay-out atau tata rias segi empat;**
- sangat baik untuk surat kabar yang akan dijual di pinggir jalan secara eceran, karena koran akan berlipat empat, dan pada seperempat bagian yang tampak itu akan diperlihatkan berita-berita penting dan menarik.



- **Koran Seputar Indonesia (Sindo)**
- Koran ini merupakan pengembangan dari sebuah media informasi pertelevisian, sehingga gaya penyajiannya pun hampir sama.
- Typografi tidak jauh berbeda dengan Kompas hanya saja penggunaan jenis font lain juga ikut mendominasi, seperti arial, dan jenis font lainnya.
- Ilustrasi koran ini menggunakan tambahan warna untuk sub headline dan penempatan foto/gambar pendukung berada di tengah-tengah dengan ukuran sepertiga halaman.

- **Koran Tempo**
- Koran Tempo mempunyai ukuran paling kecil dibanding ukuran koran pada umumnya.
- Koran ini seukuran dengan tabloid bahkan lebih kecil lagi.
- Jenis font yang digunakan masih sama dengan font pada koran lainnya, Penempatan headline judul di sebelah kiri dan gambar pendukung headline di sebelah kanan. Jenis lay outnya sama dengan Koran Sindo, yaitu Quadrat lay-out





- **Brace lay-out;**
- menonjolkan suatu berita besar, lay-out seperti ini sering menggunakan “Banner Headline”, judul panjang.
- Berita penting ditempatkan disebelah kanan surat kabar, sehingga mengikat pandangan pembaca ke arah sana, kemudian judul lain di sebelah kiri, dan sebelah kanan lagi.



- Circus lay-out/tata rias karnaval,

Disebut demikian karena ramainya halaman depan.

Semua judul berita dipamerkan di halaman pertama, isinya di halaman lain. Contoh seperti ini adalah Pos Kota (Jakarta), atau koran-koran mingguan.

The image shows the front page of the Pos Kota newspaper. At the top, there are several small headlines and logos, including 'Aspirasi Anda', 'POS KOTA', and 'Masyarakat tak puas kepemimpinan SBY-JK'. The main headline is 'TERORIS RAKIT BOM DI PLUMPANG' with a sub-headline 'Dekat Depo Pertamina' and 'Bila meledak terjadi lautan api'. To the right, there is a large photo of a woman in a brown dress with the headline 'Wanita hamil dibunuh dua tangan dipotong'. Below this, there are more headlines like 'Honda Jazz dirampas', 'Menikmati Cita-Rasa ANEKA SATE', and 'KORBAN KYAI SETAN KOBAR'. At the bottom, there is a section for 'INREKS IKLAN' with various small ads and logos.

- **Horizontal lay-out; tata rias mendatar**
- judul berita dibuat mendatar, dengan berita yang tidak terlalu panjang.





- **Function lay-out;**
- Tata rias yang setiap hari berubah, bergantung kepada perkembangan isi berita hari itu.
- Bila terjadi hal-hal luar biasa sering dipakai “skyline heads”. Jadi ada gejala pemindahan nama tempat nama surat kabar itu sendiri. Lay-out seperti ini sering juga dipakai oleh koran-koran mingguan terbitan Jakarta.
- Selain bentuk kolom-kolom menjadi sangat penting untuk lay-out koran juga menggunakan white space atau ruang kosong.
- Penggunaan white space, atau ruang kosong, berguna untuk membantu pembaca fokus ke sajian utama, juga memisahkan elemen, entah karena alasan prioritas atau memang seharusnya terpisah.
- Penggunaan ruang kosong yang tepat juga membantu pembaca untuk menikmati halaman dengan lega, sehingga membuat efek si pembaca berita merasa lebih nyaman tidak terkesan terlalu padat. White space ini biasanya juga ditempatkan sebagai pembatas antara berita dengan iklan.

The image shows a newspaper page with a complex layout. At the top, there are logos for Google and various financial indices like USSEN ID R, IHSG, and PREDIKSI HARI INI. The main title 'Kontan' is in large, bold letters. Below it, the subtitle 'Harian Bisnis & Investasi' and the date 'Rabu, 15 Februari 2012' are visible. The main article is titled 'Efek Suram Eropa ke Indeks Hanya Sesaat' and includes a line graph showing market index movements. To the right, there is a sidebar with a portrait of a man and the text 'Beban Kabinet Khusus'. At the bottom, there are smaller sections like 'Industri Minta Perpanjangan Waktu RDI' and 'Produksi Managis Nalk'.

# 10 tips untuk membuat desain lay-out koran lebih baik, diantaranya:

- **HIRARKI.**
- Pembaca melihat – bukan membaca – sekilas apa berita yang paling penting pada sebuah halaman. Jadi tetapkan dengan jelas apa yang menjadi jangkar (berita utama) di tiap halaman. Lalu aturlah sedemikian rupa sehingga memang berita itulah yang disimak pertama kali oleh pembaca, kemudian berita-berita lainnya..

- **CIPTAKAN**

- Titik Pusat Pengaruh Visual (Central Visual Impact/CVI). Lebih dari 80 persen pembaca menelusuri halaman dengan mengikuti gambar-gambar dominan. Hal yang harus paling mencolok mata adalah berita utama. Ini berlaku untuk setiap halaman – tidak hanya halaman satu.



- **TERTATA.**
- Kebanyakan pembaca adalah orang yang sibuk. Karena itu informasi dalam sebuah halaman harus tertata rapi untuk menghindari kebingungan.
  
- **KONTRAS.**
- Halaman yang berhasil selalu memiliki elemen vertikal dan horisontal. Juga memiliki elemen yang dominan dan elemen sekunder. Juga selalu tersusun ada sebuah berita utama (lead), berita penting tapi bukan berita utama (dominant headline) dan beberapa berita head sekunder.

- **WARNA.**

- Warna harus digunakan untuk menginformasikan sesuatu, bukan sekedar hiasan, atau kosmetik halaman.
- Penggunaan warna yang paling tepat dan paling baik adalah pada foto dan grafik. Warna juga harus mempermudah pembaca.
- Penata wajah harus berdasar pada logika ketika menggunakan warna

- **TIPOGRAFI.**

- Semakin banyak jenis huruf yang digunakan, membuat pembaca semakin terpecah konsentrasi membacanya. Harus dicari kecocokan antara apa isi berita dan apa jenis huruf yang harus digunakan.

- **BERI KEJUTAN.**

- Setiap hari kita harus memberi kejutan kepada pembaca.
- Mungkin kejutan itu datang lewat foto, pilihan berita utama, desain halaman, atau grafik.
- Pastikan bahwa pembaca – setelah membaca – merekomendasikan kepada orang lain untuk membacanya. Desain harus dapat menambah “daya kejut”. Rahasiannya: istimewa kanlah salah satu dari unsur yang hendak kita bikin sebagai kejutan tadi.

- **LABRAK ATURAN.**

- Tidak terlalu patuh pada aturan untuk menghindari pembaca merasa bosan.

- **KONSISTEN.**

- Letakkan semua unsur halaman di tempat yang sama setiap hari.
- Jika di halaman ada rubrik, ada kolom, ada tabel atau grafis dan boks, letakkan pada tempat yang sama setiap hari, sampai ada perubahan desain yang diputuskan kemudian. Dengan begitu, maka pembaca yang sibuk tidak makan waktu banyak untuk mencari informasi itu sebelum membacanya.

- **NYAMAN DILIHAT.**

- Desain yang simpel, tapi dinamis dan nyaman dilihat adalah tujuan utama dari desain halaman. Ingat isi dari surat kabar lebih penting dari desainnya.
- Ingat juga bahwa desain itu hanya pengantar yang membawa tugasnya memikat pembaca lalu membawa pembaca ke isi berita.



# Catatan:

- Lay-out hendaknya mengikuti kebiasaan arah mata berputar, yakni dari kiri ke kanan. Iklan hendaknya jangan diletakkan di halaman depan.
- Gambar yang baik, yang ada aksinya. Hindari memuat pas foto. Karena dengan foto aksi (*action*) seolah-olah pembaca bertatap muka dengan orang bersangkutan.
- Gambar hendaknya jangan di sebelah kiri halaman.
- Fungsi foto, sama dengan headline. Foto mempunyai fungsi yang penting dalam lay-out.
- Gambar jangan bertumpuk. Apabila ingin banyak gambar, dapat diletakkan di halaman dalam atau bersambung ke halaman lain.
- Kalau surat kabarnya berwarna, jangan terlalu banyak menampilkan warna. Sebaiknya redaktur mempelajari bahasa warna atau mengangkat seorang seniman yang mengerti arti warna.
- Berita ditulis bukan untuk menyenangkan sumber berita, tetapi untuk kepentingan pembaca. (*fm*)

# Jenis Lay Out Iklan Cetak

- **MONDRIAN LAY OUT**

Mengacu pada konsep seorang pelukis Belanda bernama Piet Mondrian.

Penyajian iklan mengacu pada bentuk-bentuk square/landscape/portrait, dimana masing-masing bidangnya sejajar dengan bidang penyajian dan memuat gambar/copy yang saling berpadu sehingga membentuk suatu komposisi yang konseptual.

**Earn the Tassel**  
without a financial hassle

**Federal Loan Rates**

During School, Grace and Deferral	<b>2.82%</b>
During active repayment (including forbearance)	<b>3.42%</b>
Federal Parent Plus Loan Rate	<b>4.22%</b>

Reduced Student Loan Rates Effective through June 30, 2010

[www.OSLA.org](http://www.OSLA.org)

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The Oklahoma Authority

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**iCaliente!**  
Preparing authentic, delicious Mexican favorites

Visit Oklahoma City's Best Mexican Restaurant three years in a row - we are Oklahoma City Best! Maria's authentic menu with a unique blend of spices. The salsa, green peppers and onion-spiced appetizers, and served with complimentary soft-shell tacos, also provide fully prepared and plated or our homemade flour tortillas.

Widely an award-winning domestic & imported wine to complement your meal.

Guacamole made fresh daily

**Live Mariachi Band**  
on Friday & Saturday evenings 8 p.m. to Midnight

3909 East Okemune Avenue, Oklahoma City, OK 73106  
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**MARIA'S**  
MEXICAN CANTINA

**It's not too late to run away.**

It's almost noon as if had a one-time accident. Could've been thirty years ago. Could've been yesterday. To run away, trading everyday hassles for something more exciting. Live life on the road. Maybe join the circus. Or the French Foreign Legion.

Of course, at some point reality came crashing in and popped the bubble. But once you've got the urge, it never quite gets out of your system.

We've been there. And so... this is a motorcycle delivered to the romantic adventurer in all of us. The Harley-Davidson® XLH Sportster®. Think of it as another chance to recapture your youth.

**HARLEY-DAVIDSON**  
CUTTING EDGE

# MULTI PANEL LAY OUT

- Bentuk iklan dimana dalam satu bidang penyajian dibagi menjadi beberapa tema visual dalam bentuk yang sama (square/double square semuanya).

Advertisement for Atlas Tires featuring a multi-panel layout.

**"I treat 'em rough but Atlas Tires can take it!"**

says William D. Decker of Pine Bush, N. Y.



"I drive a '37 sedan in the Catskill Mountains on construction jobs and general repair work. Usually the car is 'way overloaded with heavy tools, lumber and bags of cement. Believe me, it's tough going. That's why I use Atlas Tires—they last and last and last!"



"What's more, that side Retroad grip tight—takes us safely over those sharp, winding mountain roads."



Your neighborhood Atlas dealer has Atlas Grip-Ruby™ and low-pressure Grip-Down™. Don't see his sign?"

**ATLAS**  
TIRES - BATTERIES  
ACCESSORIES

50,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE



# PICTURE WINDOW LAY OUT

- Tata letak iklan dimana produk yang diiklankan ditampilkan secara close up. Bisa dalam bentuk produknya itu sendiri atau juga bisa menggunakan model (public figure)

© 1993 Sony Corp. of America, Walkman Division, 6850 Van Ness, New York, N.Y. 10020

**"That's a radio?"  
radios.**



If your idea of an \$18 radio is a plastic-covered rectangle with a little black strap on top, look at these. They're battery-operated, AM radios. They've got hidden speakers. And you don't have to worry about their backs showing either. Because they have no backs. They're finished all around. The one on the left is the TR1824. And you can have it in red or white, for \$15.95\*.

Or, for \$17.95\*, you could get the little box. Its number is TR1825. It comes in grey, white or black, and it automatically turns on when you open it. If you're looking for a radio, think about one of these.

After all, any radio will give you something to listen to. But with these radios, you also get something to talk about.

**SONY'S Visual Radios.**



**Premium Balloon Stems™**

*An attraction, flexible support for incorporating small air-filled latex and foil balloons into all your arrangements.*

The innovative stem support has a V-shaped collar (like a camera collar) that slides up the stem. Depending on position, it beautifully holds the balloons neck and base.

The 16" Premium Balloon Stems can be modified with your hands to form graceful curves or wild zig zags. Available in silver, gold, black and floral green, they'll stand perfectly with your designs.

Ask your balloon or floral distributor today for new Premium Balloon Stems... and see what you can create!




SNIP BALLOON AT TOP OF STEM.

SLID STEM IN COLLAR AND PUSH THROUGH ONE SLOT.

WRAP AROUND AND PUSH THROUGH BOTH SLOTS TO SECURE.

SLID STEM OVER TOP OF STUCK-IN POSITION.

SPIN STEM AS DESIRED.

It's just not another Premium Balloon Stem and other Premium Balloon Stems product. Call or visit for a FREE 2004-2005 catalog or visit our web site.

[www.premiumballoon.com](http://www.premiumballoon.com)



**AFRICA** The Serengeti



Africa: The Serengeti. It's the OMNIMAX™ film that transports you into the heart of the African plain, and into the midst of the drama that plays there. There's the great migration of wildebeest. The antelope, gazelle, elephant and giraffe that graze beside them. And the lions, cheetahs, and crocodiles that stalk them.

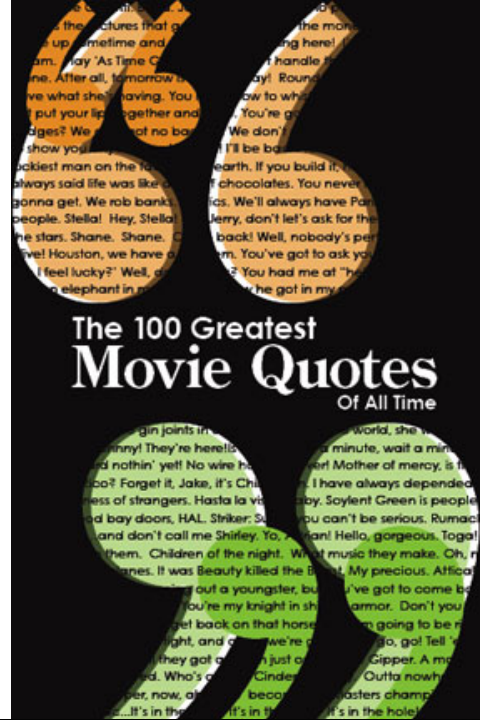
Africa: The Serengeti, at the OMNIMAX™ Theater. For more information, call 1-800-733-2077. Advance tickets at Museum Center, or call TicketMaster™, 228-2323.

**OMNIMAX™ Theater and Museum Center**



# COPY HEAVY LAY OUT

Tata letaknya mengutamakan pada bentuk copy writing (naskah iklan) atau dengan kata lain komposisi layout nya didominasi oleh penyajian teks (copy)



**At last, a gym that doesn't smell like a gym.**

If you've been working out at the same gym for the last 10 years, you've probably grown accustomed to the odors that permeate the rubber mats and shower stalls. And you've probably heard friends talking about "The Solebury Club" and thought, "maybe I should check it out."

**An open house invitation.** On Saturday and Sunday, October 22nd and 23rd, we welcome anyone who wants more out of a health club. To 3:00 pm in between 3 pm and 6 pm to see what all the fuss is about. Bring the entire club and spa that offers something for everyone.

**The locker room.** Spicily clean, with hardwood floors, granite counters, cherry wood lockers with touch-key entry, spacious saunas, steam room and large, soft, fluffy white towels make the end of your workout an enjoyable experience.

**Complete Fitness Training.** Our state-of-the-art exercise equipment provides a strength and cardiovascular training

**Karate.** Our karate program supports the growth of each student through a variety of classes, progressive instruction, and opportunities to compete and interact with other martial arts students.

**Plates.** All of our Plates classes are based on the techniques of isokinetic training and are taught by certified teachers. We offer mat classes and equipment classes for reformer and Pilates.

**Spinning.** Using the most up-to-date cycles in a room designed specifically for spinning, Irene McDevitt, our Spinning and Group Exercise Director actually makes these grueling workouts a pleasure.

**The Spa at The Solebury Club.** For those of you who've been looking for a place to be pampered, this is it. Best of all, you don't have to be a Solebury Club member to enjoy a facial, or a Swedish massage, aromatherapy, hot rock massage, or even a message for those tired feet. Visit The Solebury Club web site for our complete spa menu.

**The Cuts at The Solebury Club.** Whether you prefer your haircut during lunch or

**INTRODUCING THE MOST SUMPTUOUS STRUCTURE**

Presenting our finest creations - The Brothers Designer Burgers, made of only the freshest ingredients designed to suit your taste.

Available in three mind-blowing flavors: The Ranchero, Big Island and Bistro

Exceptionally designed to satisfy your cravings!

**Brothers Burger**  
This is how we do it!

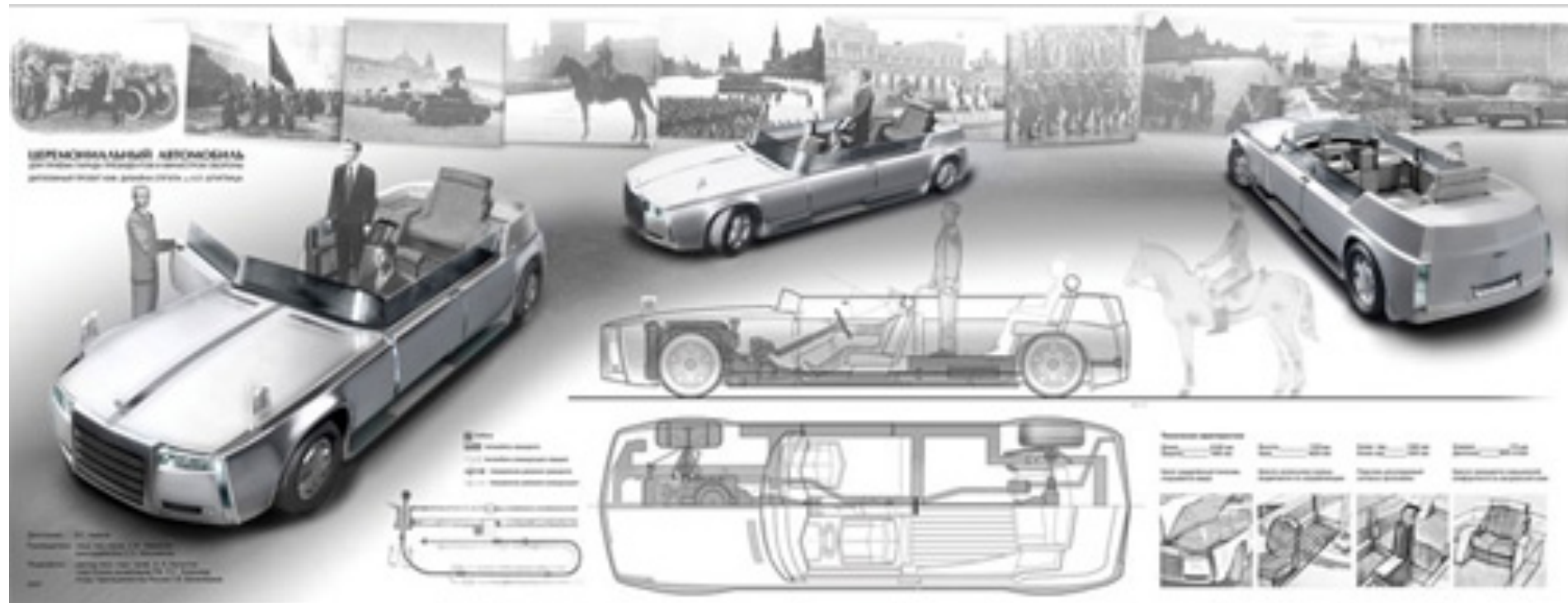
**AVAILABLE IN ALL BRANCHES:**  
Alabang \* Baguio \* Sucat \* Cebu \* Ayala Ave. \* Greenhills \* Trinoma \* Bonifacio High Street  
Hobbes Of Asia \* Magalanes \* Ortigas \* Pasong Tamo \* Paseo de Sta. Rosa \* Tomas Morato \* Paranaque

**spiked**

**Industrial Pollution Prevention Council**

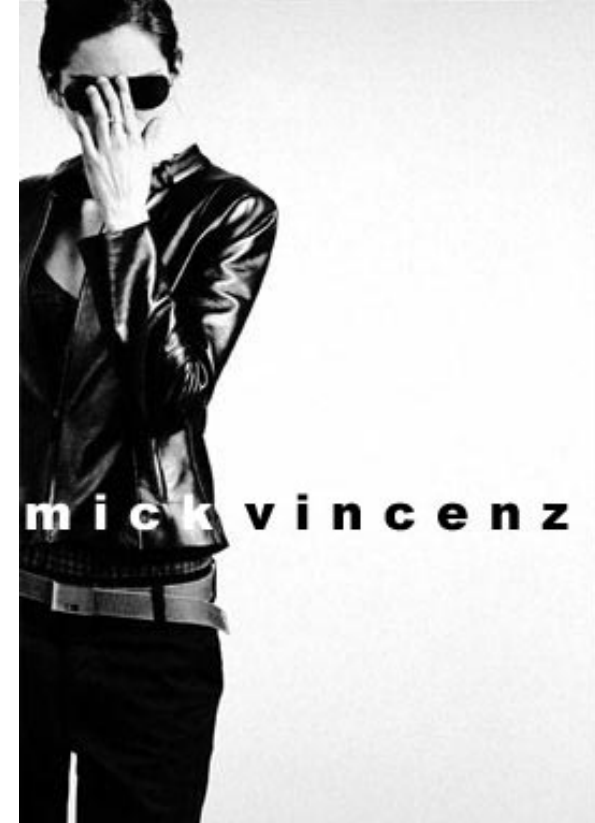
- **FRAME LAY OUT**

Suatu tampilan iklan dimana border/bingkai/frame nya membentuk suatu naratif (mempunyai cerita)



- **SHILHOUTTE LAY OUT**

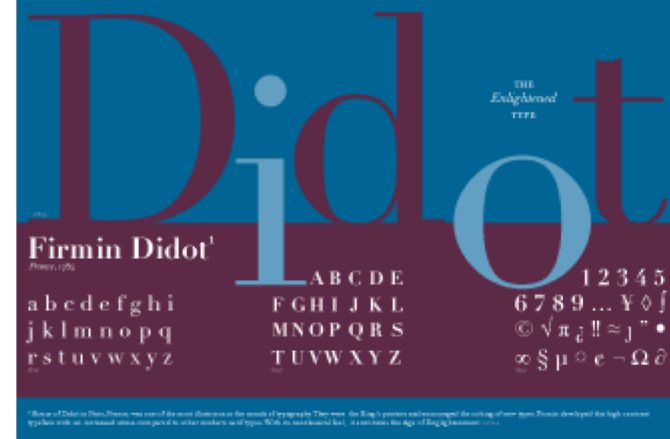
Sajian iklan yang berupa gambar ilustrasi atau tehnik fotografi dimana hanya ditonjolkan bayangannya saja. Penyajian bisa berupa Text-Rap/warna spot color yang berbentuk gambar ilustrasi atau pantulan sinar seadanya dengan tehnik fotografi.





- **TYPE SPECIMEN LAY OUT**

Tata letak iklan yang hanya melakukan pada penampilan jenis huruf dengan point size yang besar. Pada umumnya hanya berupa Head Line saja.





- **SIRCUS LAY OUT**

Penyajian iklan yang tata letaknya tidak mengacu pada ketentuan baku. Komposisi gambar visualnya, bahkan kadang-kadang teks dan susunannya tidak beraturan.



- **JUMBLE LAY OUT**

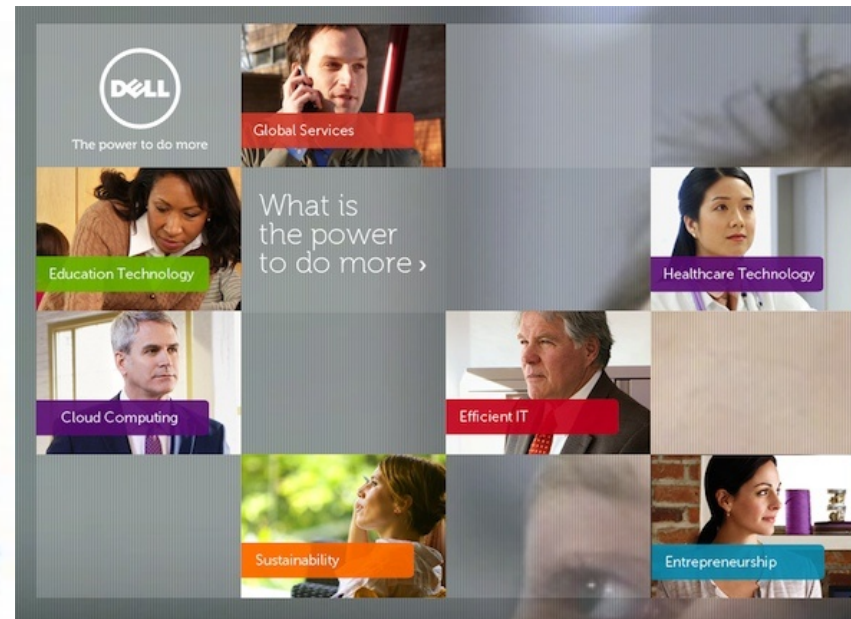
Penyajian iklan yang merupakan kebalikan dari sirkus lay out, yaitu komposisi beberapa gambar dan teksnya disusun secara teratur.



The advertisement features a central image of a brown sack of rice with a green strap, tied at the top. The sack is anthropomorphized with a smiling face and small arms. It is surrounded by several short, radiating lines, suggesting movement or a 'pop' effect. In the top left corner, there is a logo for '2004' featuring a stylized book icon. In the top right corner, there is a small red and white logo. Below the sack, the text reads: 'Family 2004 Beda 1 Tidak Lagi Milih Kucing dalam Karung, karena MILIH LANGSUNG.' At the bottom left, there is a block of small text: 'Family 2004 adalah lagi kita. Berada di pinggir jalan-jalan, akan Family 2004 kita memilih langsung memilih kita di DPA, DPO dan DPO dalam tiga pilihan dan pilihan. Dengan begitu, kita akan bisa lebih yang akan kita pilih. Kita sebagai kita akan memilih sendiri-cara-cara kita. Dengan itu pilih kita pada Family 2004. Pilihan yang sangat penting pada awal.' At the bottom right, there is a cartoon character holding a book, with the text 'MILIH LANGSUNG!' written in a stylized, hand-drawn font. At the very bottom, there is a small line of text: 'Tel. 021-2500-0000 atau kunjungi di: www.family2004.com'

- **GRID LAY OUT**

Suatu tata letak iklan yang mengacu pada konsep grid, yaitu desain iklan tersebut seolah-olah bagian per bagian (gambar atau teks) berada di dalam skala grid.





- **BLEED LAY OUT**

Sajian iklan dimana sekeliling bidang menggunakan frame (seolah-olah belum dipotong pinggirnya).

Catatan: Bleed artinya belum dipotong menurut pas cruis (utuh) kalau Trim sudah dipotong.

### OlympicSpecial

SIX OLYMPIC EVENTS YOU WON'T WANT TO MISS THIS WEEK  
By Jessica Shaw

**SATURDAY FEBRUARY 13**  
**LIFE IN THE FAST LANE**  
10:00 PM  
Mark's Alpine Skiing Downhill  
10:00 PM  
Back in 2006, world-champion Bode Miller seemed to mistake the Olympics for a hot party, leaving every event and taking almost skiing uninvited. The next year, he went and quit the U.S. ski team. Thursday he's back and after a 2008 World Cup win, racing in top form, will a medal tonight at Whistler mountain kick start an American ski party? Easy then, Bode. Let's head off on Miller time for now.

**SUN FEB 14**  
**7-10PM**  
Mark's Alpine Skiing Super G  
10:00 PM  
Who's your new fave? Lindsey Vonn is the windiest but during an Olympic practice she got a little off the mountain, with her head in the snow. How's that for a party?

**WEDNESDAY FEBRUARY 17**  
**THE SPINNY**  
10:00 PM  
The Flying Yarns  
10:00 PM  
Mark's Snowboard Half Pipe  
10:00 PM  
If you're going to watch the Olympics one night this week, let tonight be the night. You've got Lindsey Vonn racing downhill, world-record-breaking Shaun White snowboarding, and snowboarder Shaun White racing downhill. And if you're flying around the world's short track, and snowboarder Shaun White racing downhill, you're going to want to watch the world's best snowboarder. Don't know what a Double McTwin 120 is? No, you won't.

### TV What to Watch

**THURSDAY FEBRUARY 18**  
**KICK ASS**  
10:00 PM  
The characters on the U.S. men's figure skating team could find after-ice sleepovers. There's the super-talented athlete Evan Lysacek, the drama queen joined for a comeback (Lindsay Weir), and the sweetheart who competes to Jeff Bebe music (Johnny Johnson). But can any of these Americans prevail against the reigning Olympic champion, Russia's Evgeni Plushenko? Get out your skates, skaters, and face glitter. Tonight's a cold war you don't want to miss.

**FRI FEB 19**  
**10:00 PM**  
Mark's Short Track Speed Skating 1,000m  
10:00 PM  
If you saw Apple Ohira's freestyle dance to "Best a Move" on 2007's Dancing With the Stars, you know the guy is a winner. But tonight could put the speed skater in the record books as the most decorated American winter Olympian if he wins his second medal in this race. Come on, Apple. It can't be much harder than the jive dance.

DOWNLOAD THE MUSIC THAT INSPIRES TEAM USA™

Download songs during the Olympic Winter Games

- ▶ [atn.net/TeamUSA](http://atn.net/TeamUSA)
- ▶ text USA to 2257

Only from AT&T. The nation's fastest 3G network.

In support of the U.S. Olympic Team, only AT&T offers exclusive downloads from top artists, including the never-before-released song "The Finish Line" by Train. Other artists include Honor Society, Gloria, and Hoobastank. Proceeds benefit the U.S. Olympic Team.

Download songs during the Olympic Winter Games

- ▶ [atn.net/TeamUSA](http://atn.net/TeamUSA)
- ▶ text USA to 2257

Only from AT&T. The nation's fastest 3G network.

## THE escape club

great deals on 4-11 days in the month

Your stay could be even more rewarding!

Earn Escape Rewards by staying at Constellation Hotels including:

1. 2 Free Nights\* - a weekend away!
2. Gold Escape Card - the perfect gift!
3. 50 Escape Dollars - like hotel cash!

The 1950 Escape Club has more ways than ever to make your stay even more rewarding. Earn Escape Rewards by staying at Constellation Hotels. Earn Escape Dollars - like hotel cash!

Constellation Hotel Group



- **VERTICAL PANEL LAY OUT**

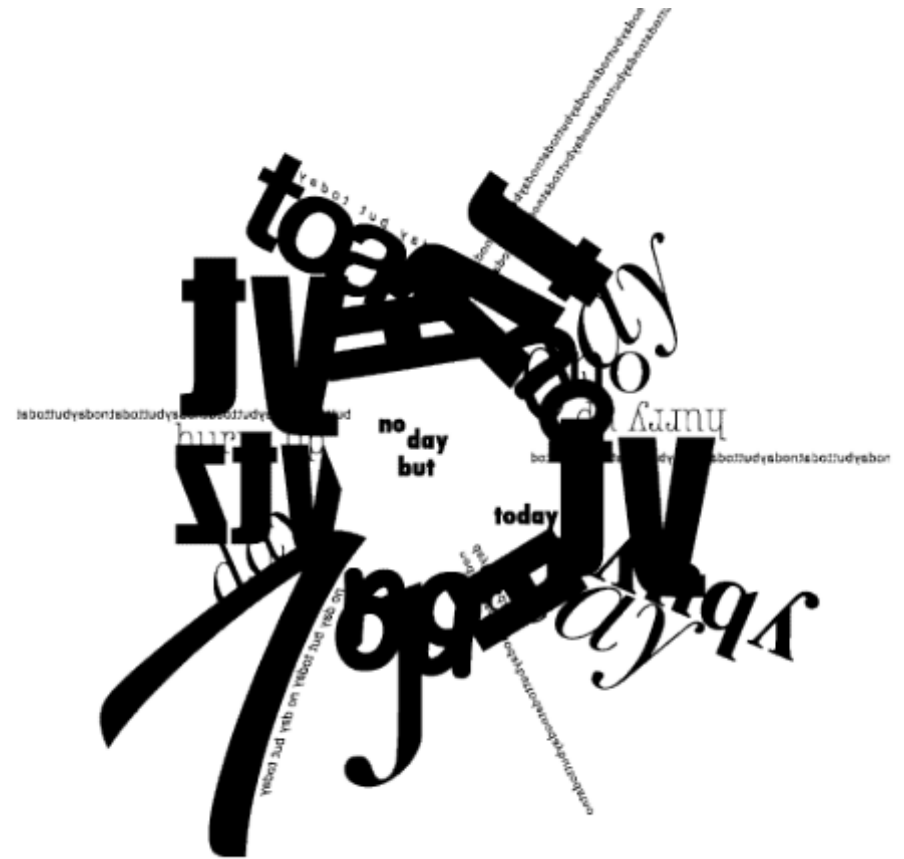
Tata letaknya menghadirkan garis pemisah secara vertical dan membagi lay out iklan tersebut.



- **ALPHABET INSPIRED LAY OUT**

Tata letak iklan yang menekankan pada susunan huruf atau angka yang berurutan atau membentuk suatu kata dan diimprovisasikan sehingga menimbulkan kesan narasi (cerita).

**C**rispy cookies, perfectly  
**R**ound, with a milk chocolate filling,  
**U**nderneath a dark chocolate  
**N**otoriously rich  
**C**runchy layer. We know exactly  
**H**ow you like  
**Y**our cookies.



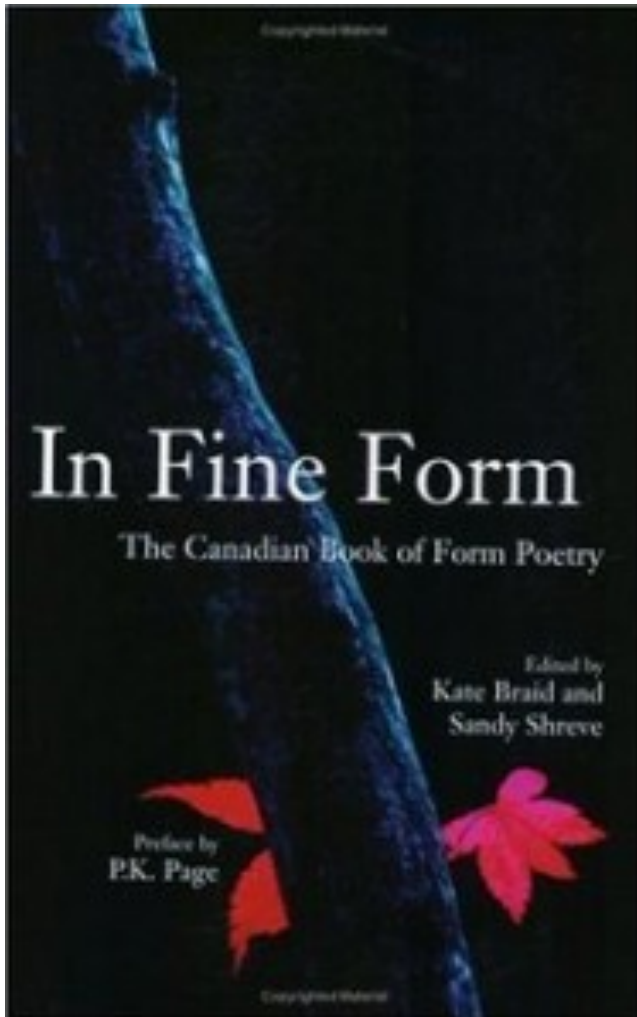
- **ANGULAR LAY OUT**

Penyajian iklan dengan susunan elemen visualnya membentuk sudut kemiringan, biasanya membentuk sudut antara 40-70 derajat.



- **INFORMAL BALANCE LAY OUT**

Tata letak iklan yang tampilan elemennya visualnya merupakan suatu perbandingan yang tidak seimbang





- **BRACE LAY OUT**

Unsur-unsur dalam tata letak iklan membentuk letter L (L-Shape). Posisinya bisa tebalik, dan dimuka bentuk L tersebut dibiarkan kosong.

Designed To Meet Your Demanding Farm and Ranch Needs



**BROWN**  
**FARM & RANCH**  
Disc Harrow



Available in 6', 7-1/2' and 9' Models



610-900 Model Category  
11 & 12' Models



Optional Blade Scrapers



*Nothing Works Like A BROWN. Nothing Lasts Like A BROWN.*

- **TWO MORTISES LAY OUT**

Penyajian bentuk iklan yang penggarapannya menghadirkan dua inset yang masing-masing memvisualkan secara diskriptif mengenai hasil penggunaan/detail dari produk yang ditawarkan.



**BEFORE THE WORK BEGINS:** The carpenter gets into the wrong position and the square doesn't fit in the mortise. The square is too long. The carpenter is holding the square in the wrong position.

When the carpenter is holding the square in the wrong position, the square is too long. The carpenter is holding the square in the wrong position.

Change the position and use the square. The square is long. The carpenter is holding the square in the wrong position.

Now you can see the square is too long. The carpenter is holding the square in the wrong position.

Change the position and use the square. The square is long. The carpenter is holding the square in the wrong position.

Now you can see the square is too long. The carpenter is holding the square in the wrong position.

Change the position and use the square. The square is long. The carpenter is holding the square in the wrong position.

Now you can see the square is too long. The carpenter is holding the square in the wrong position.

Change the position and use the square. The square is long. The carpenter is holding the square in the wrong position.



**AFTER THE WORK BEGINS:** The carpenter is holding the square in the right position. The square is too long. The carpenter is holding the square in the right position.

The carpenter is holding the square in the right position. The square is too long. The carpenter is holding the square in the right position.

Now you can see the square is too long. The carpenter is holding the square in the right position.

- **QUADRAN LAY OUT**

Bentuk tampilan iklan yang gambarnya dibagi menjadi empat bagian dengan volume/isi yang berbeda. Misalnya kotak pertama 45%, kedua 5%, ketiga 12%, dan keempat 38%. (mempunyai perbedaan yang menyolok apabila dibagi empat sama besar).



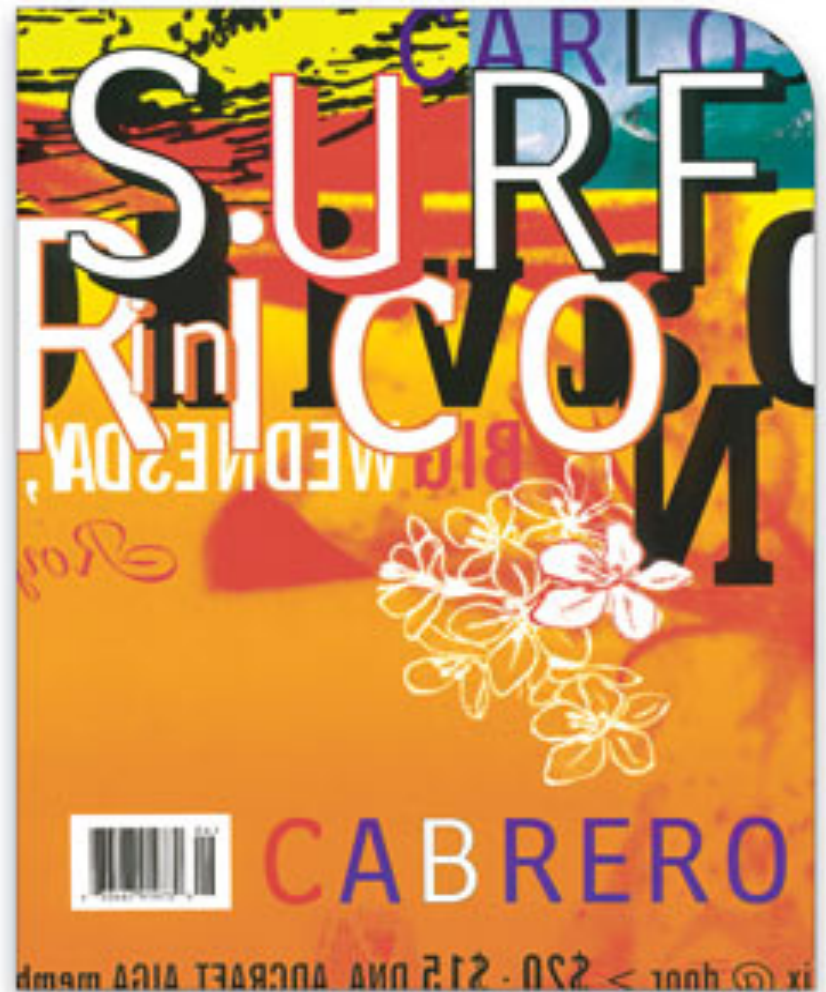
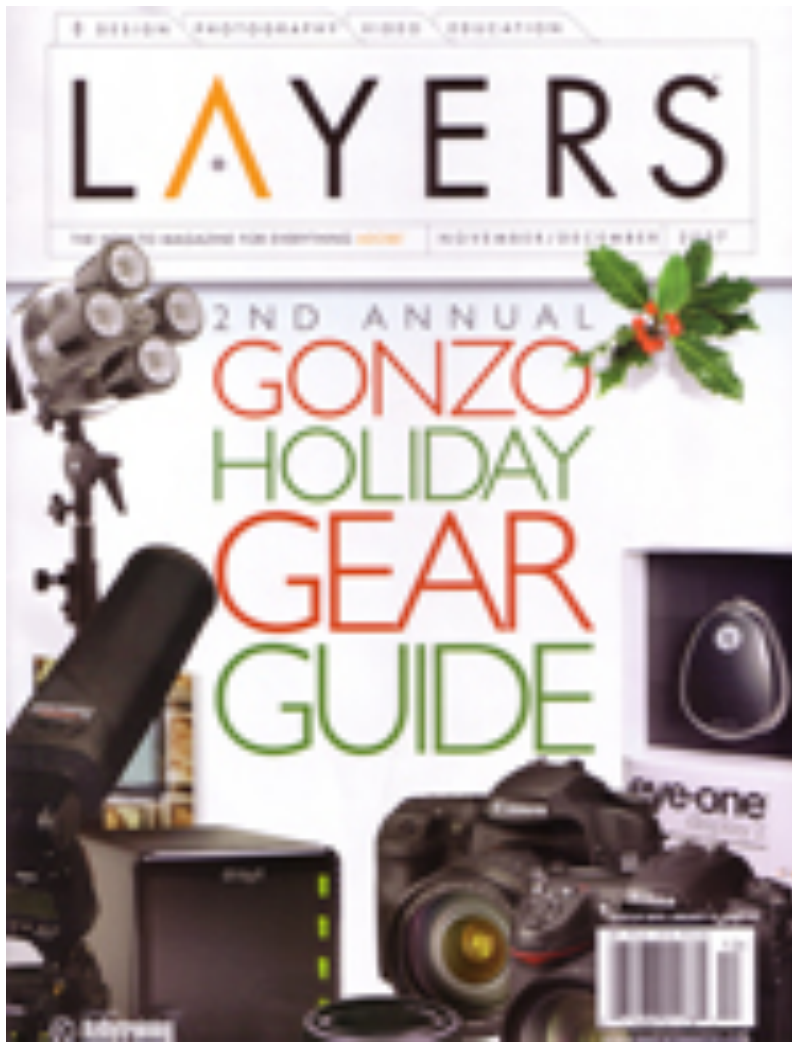
Page reprinted from LeNae's 30-Minute Scrapbook Pages





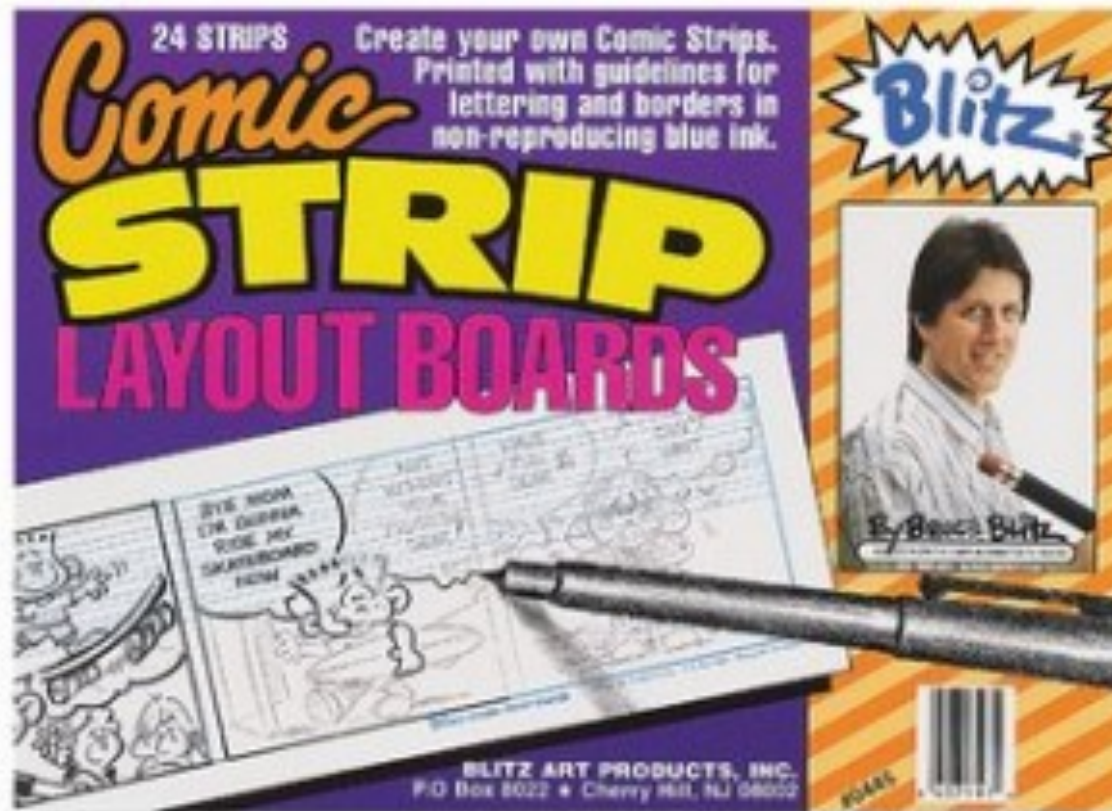
# DESAIN ALTERNATIF (DAVID CARSON)

## Desain COVER MAJALAH

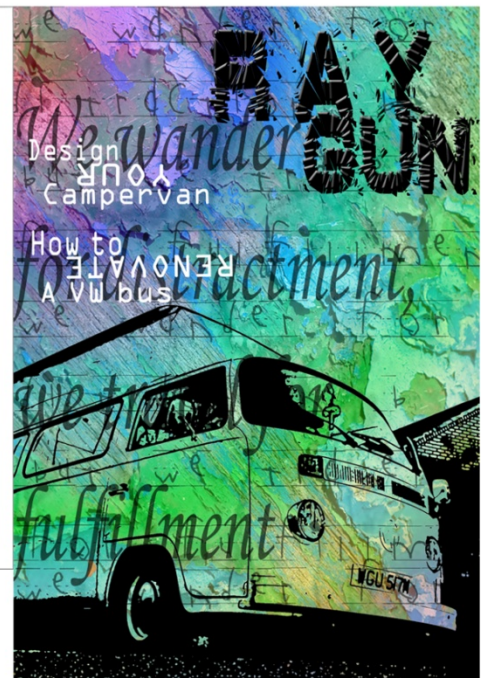
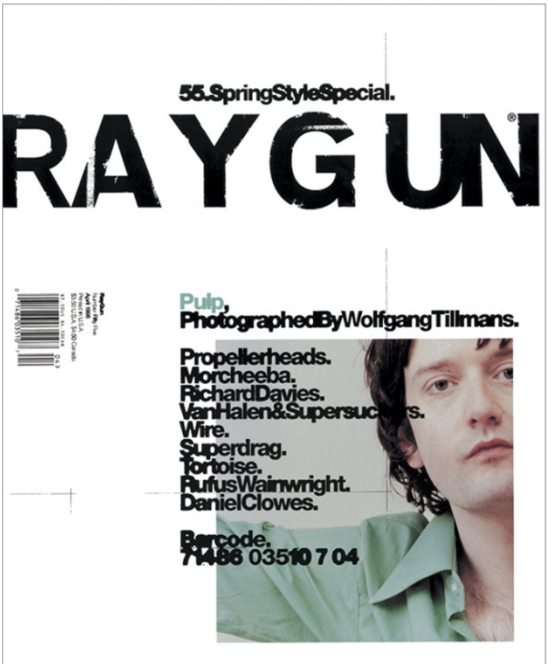
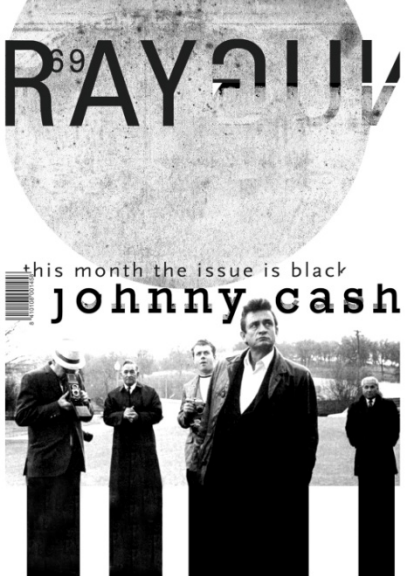


- **COMIC STRIPS LAY OUT**

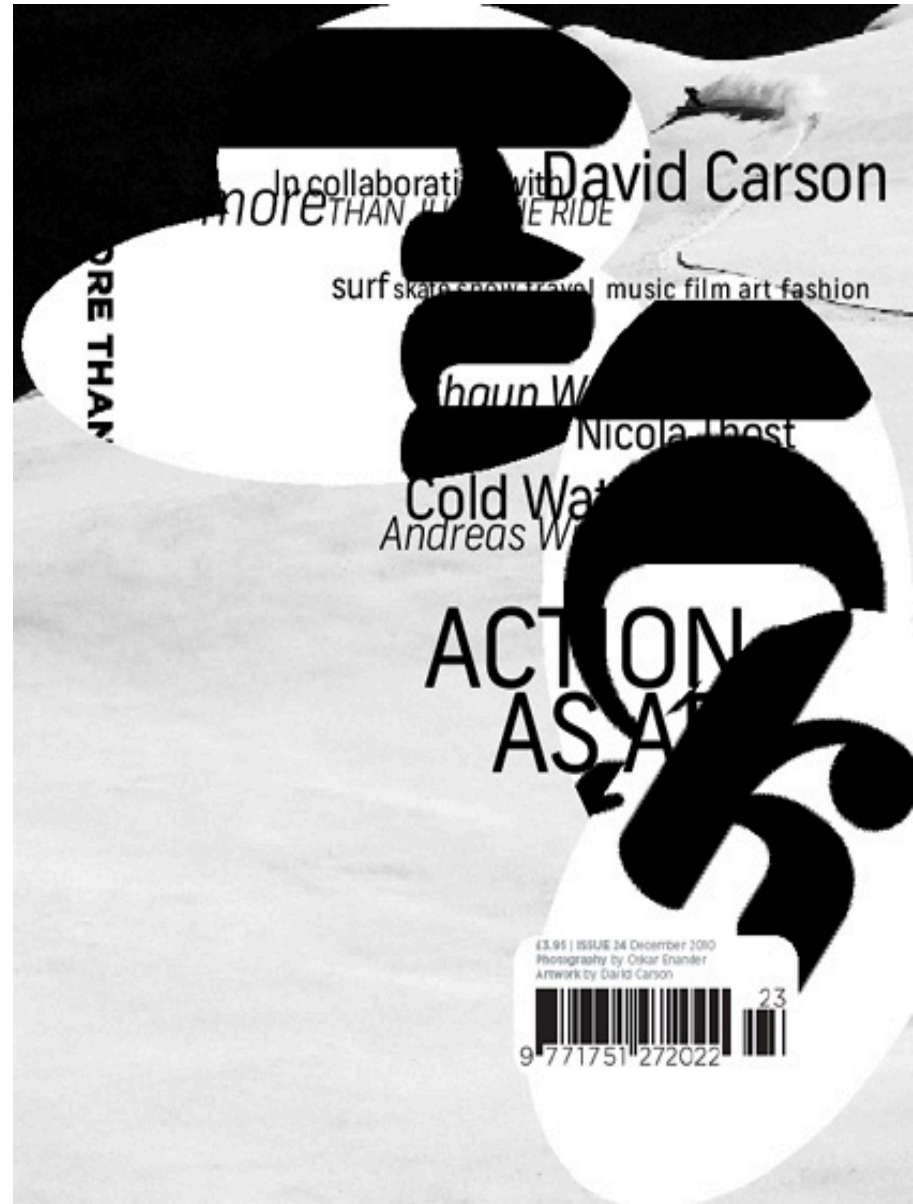
Penyajian iklan yang dirancang secara kreatif sehingga merupakan bentuk media komik, lengkap dengan captions nya.















# 69 RAY GUN

this month the issue is black

**johnny cash**



# RAY GUN

issue #3, featuring:  
**dinosaur jr.**

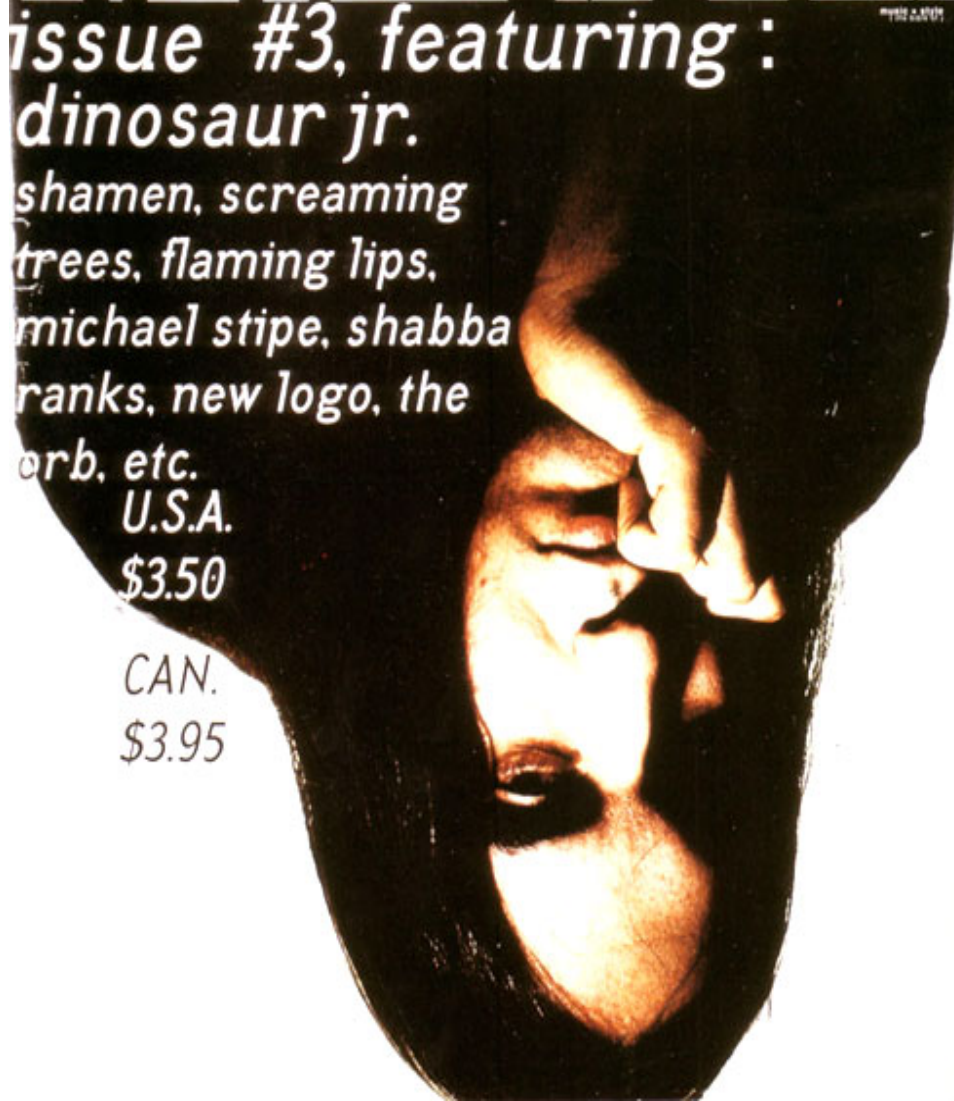
shamen, screaming  
trees, flaming lips,  
michael stipe, shabba  
ranks, new logo, the  
orb, etc.

U.S.A.

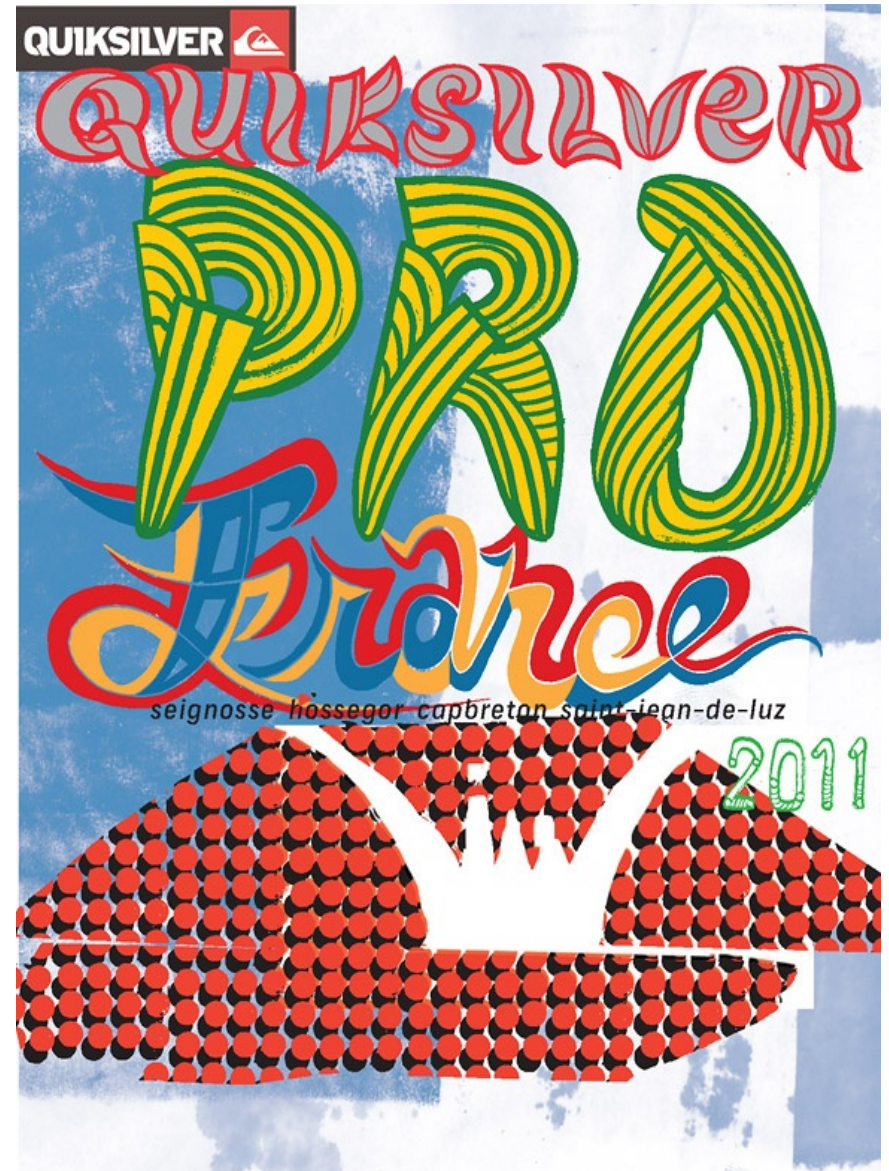
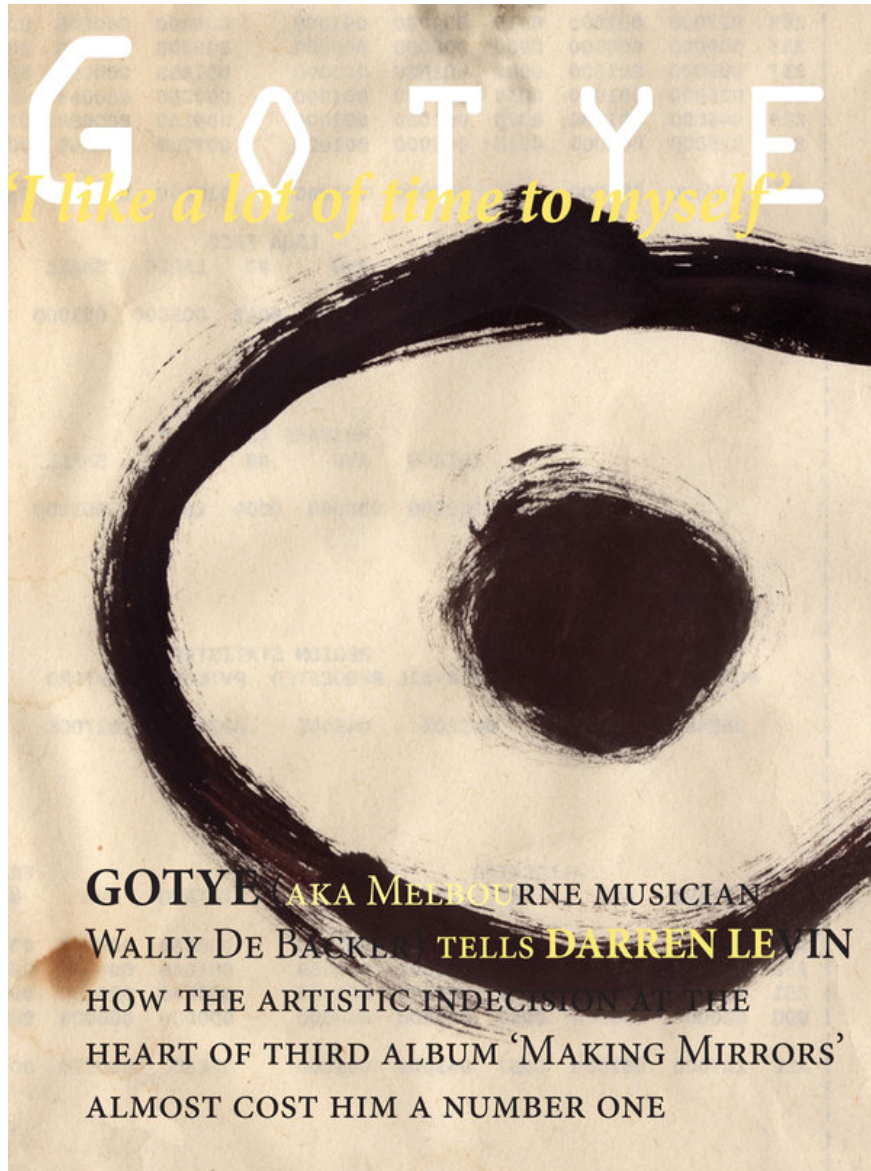
\$3.50

CAN.

\$3.95







just zap it

just bounce

just slant

just smash it



just do it



# LAYOUT ISI

## (DESIGNER SPOTLIGHT)

David Carson on Work and Play

BY ERIC NEUMAN



## David Carson

is considered by many to be one of the world's most influential graphic designers. He describes himself as a "hands-on" designer and has a unique, intuition-driven way of creating everything from magazines to TV commercials. In addition to various awards and achievements for his graphic design and typography work, Carson has also written books on design, including *The Book of Hours* (with Lewis Blackwell), *That David Carson*, *Never Work*, and the soon-to-be-released *The Rules of Graphic Design*. Carson travels throughout the United States and the world, speaking at seminars and conferences on topics of graphic design and typography. He also enjoys surfing and at one time was a professional surfer. (For the full version of this interview, visit [www.davidcarson.com](http://www.davidcarson.com).)

**LEADS:** David, could you tell us a little about your new book?

**CARSON:** It's called *The Rules of Graphic Design*. I'm working on it

now in Zurich, Switzerland, where I have a small studio, besides my one in the states. It will show a lot of the new work I've done over the past few years, and will, as the title suggests, finally get the old "rules" out on graphic design. It should be out early spring 2008.

**LEADS:** As one of the most well-known and influential graphic designers in the world, how do you balance work and play?

**CARSON:** I've always felt I make my living from my hobby, so I'm lucky in that respect. As Marshall McLuhan said, if you're really involved in something, it's no longer work. It's "play" or "leisure."

**LEADS:** When creating a design such as a magazine cover, article or website, what are a few of the most important things a designer should consider?

**CARSON:** Who is the audience, what is that audience's visual language, what type of things are they using? How can you communicate and reinforce visually what is written or spoken, and how can you stand out from the competition in that particular field?

## DESIGNER SPOTLIGHT



**LEADS:** The redesigned *Buffalo Magazine* is 100% and double the size. Is it still the same magazine or medium, whether it's a magazine or advertising campaign after your creative marketing has worked?

**CARSON:** In some ways they are very similar. You have to determine who the audience is, and what is the message you want to get across through the design. It may design give you a bit more freedom, or you can help define the language. It's long as you look for the audience in the particular thing you are working on, and not some predetermined formula or space, you will never run out of ideas.

**LEADS:** Some have said that you are heavily influenced by the work in that time, and where do you find other sources of inspiration when creating design?

**CARSON:** My environment always influences me. I'm always taking photos and I believe things we see and experience influence the work. You directly, but indirectly to some shape or color or something that inspires. The way has always played a big part in my life, but it's hard to say exactly what that influence is in regards to the work. But I'm always watching the environment that is, and the sun is only up to the work.

**LEADS:** What aspects of your design do you value most when choosing color? Do you give those an typography as a major part of it?

**CARSON:** The color used in direct commercials where the type plays an important role, and sometimes I add type to other people's work. It's approach is very simple to print, who is the audience, who is the message of the spot, or the feeling you want the viewer to get from watching, and how visually can we make that happen?

**LEADS:** Finally, what advice would you have for other graphic designers just starting out?

**CARSON:** Do what you love, trust your gut, your instincts, and intuition. And remember the definition of a good job: if you could afford to, if money wasn't an issue, would you do the same work? If you would, you've got a great job. If you wouldn't, what the hell? You're going to be doing it long term. So find the thing, whatever it is, that you love doing, and keep going to work for, and we reach the state or wait for methods and habits.

For more information on David Carson, visit [www.davidcarson.com](http://www.davidcarson.com).



# DAVID HOSWELL

From 1982- 1987 Carson was a high school teacher in San Diego, where he started to experiment with graphic design. He was also a professional surfer, earning the title of being the 'ninth best surfer in the world' in 1989. At this point Steve Pesman, a publisher, asked him to become the art director for his magazine 'Beach Culture', a journal aimed at surfers (and the catalyst that would make Carson stand out in design history).

Beach Culture only published 6 issues, but the layouts and typefaces Carson designed for the magazine were seen as innovative and progressive: attracting the attention of Marvin Scott Jarrett: the publisher of 'Ray Gun' magazine. Soon enough, Carson began working as their art director. His time with Ray Gun proved successful, making him widely acknowledged in the design world as having his own particular style, giving him the title as 'the father of grunge'

In 1995 he left Ray Gun to work on his own projects, opening the 'David Carson design studio' in New York. The publicity he gained from working with Ray Gun helped him gain big clients from all over the US, including Microsoft, Pepsi, Nike and Giorgio Armani.

Carson's style is typically postmodern in appearance, as most of his work seems to be playful and acts regardless of any design 'rules'. Post Modernism tends to engage with the audience on a different level, to the Modernistic ways of Josef Muller Brockmann, whose work gives you the information you want in a clean simple and fast manner.





"I've asked students what was relevant to them's interpretation of DP, and I never did, and never did, I have never read it." -DCarson



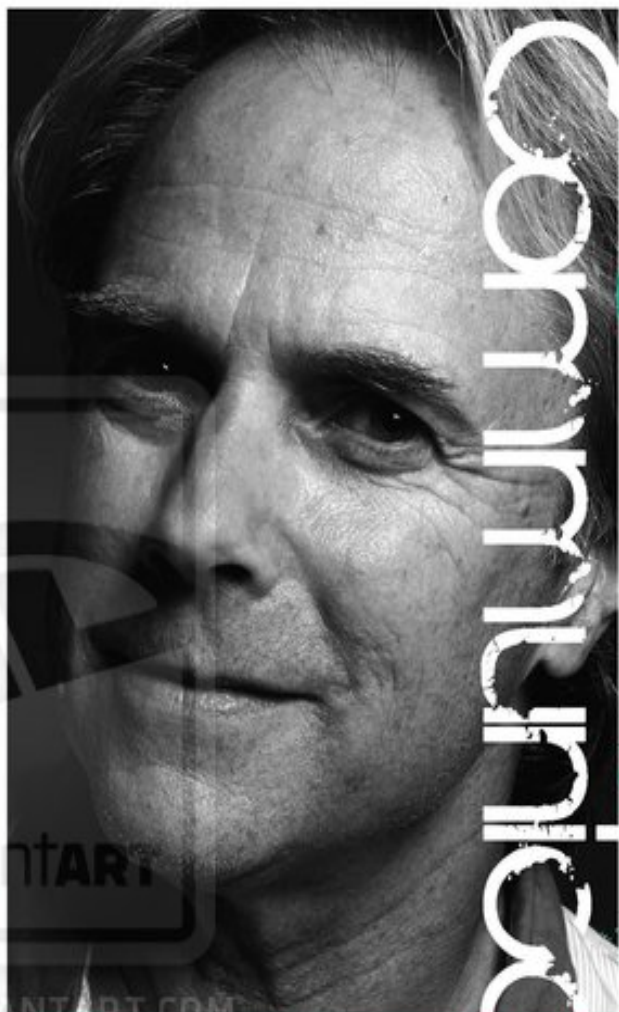
# Father of GRUNGE

In the mid to late 80's David Carson worked in San Diego, California as a teacher at a local high school. During which he started experimenting with graphic design and found his artistic ability in the bohemian and art culture of southern California. Also during this period he developed his signature style which was better known as the "dirty" and "non-mainstream" photography.

With only having one class for his training in this field he became art director of Transworld Skateboarding magazine with his radical approach in designing advertisers were not willing to support his direction. Carson's lifetime hobby was surfing which lead him into directing Beach Culture for three years and produced 6 issues before the publication ceased due to a lack of advertising. While he was directing, Beach Culture had won over 150 awards, including "Best Overall Design".

After creating the magazine Ray Gun, he worked here and there on journals like the New York Times, and Newsweek, which made his popularity and demand as a graphic designer greater. In 1995 he founded his studio in New York city and named it David Carson Designs. Within three years he began doing work for big clients like Pepsi Cola, Nike, Microsoft, American Airlines, and Levi Strauss Jeans.

After 2004, David Carson created a new school for typography and photography-based graphic design. He was a big inspiration for young designers in the 90's. His work has never followed the "traditional" graphic design format and yet he can still pull off his designs because they are aesthetically pleasing the eye. In everything he designs he puts a piece of himself into it and is very attached to his work. Each piece is full of visual information and to some could be interpreted as "heavy to the eye" but he is able to convey his ideas and feelings in his designs.



Don't mistake  
legibility  
for communication



original  
design

The publishers were kind of worried about the first issue of Rav Gun.

AB: You've just arrived in the UK?

DC: Yes, I just got in from Zurich and I'm not quite all here. But that's maybe not unusual.

AB: I like your desktop. It kind of looks like our office.

DC: And the funny thing is, that's not even particularly bad.

AB: It gets worse?

DC: Someone sent me an email and I couldn't get it to open. Then I realised it was open it had just blended in.

AB: It's a creative way of working. You

have music on as well?

DC: I literally cannot work without music.

AB: I think that goes together, because there's chaos and there's stimulation. You once said: 'Don't mistake legibility for communication.'

Sometimes people misinterpret that and think you're not trying to communicate, that maybe it's just some designer's game, but that's not it at all - it's about engaging, isn't it?

DC: It's very communicative. And there's many ways you communicate. With colour, texture, sound... [Wry smile] Even words can communicate. It's trying to communicate an idea, and in doing that, sometimes something became a little harder to read, but I think the whole 'hard to read' thing got way over-blown.

AB: Well you did set a whole article in Dingbats...

DC: That's what I always hear about. Thirty issues, and one article...! Well, I admit that was one you could not actually read.

AB: But you've got to push the envelope.

DC: It has a lot to do with what you're interested in reading, too. People who weren't into the music [we were covering] or that particular band tended to write the whole

People began to realise it was harder to do the freeform stuff well.



## An Interview with

# David Carson

It's not every day you get to meet the world's most famous graphic designer. Not even when it's in his diary. The last time MacJbar was scheduled to interview David Carson, it was 1995, and the convention smashing, deconstructive, who says you have to learn the rules before you break them style he's pioneered on the US magazine *Beach Culture* and *Play Gun* was beginning its crossover into the mainstream. Nobody was hotter than Carson, and so I waited 22 hrs in the foyer of a London boutique hotel, there was a mounting sense of expectation.

*Adam Banks*

Fast forward ten years, and there's still nobody hotter than Carson. That's why Quark have hired him as part of their campaign to make friends with designers. This is both logical and insane, none of which later, but the important thing is they've brought him back to London, and MacJbar is promised half an hour of his time before his public event, ironically titled 'The Rules of Graphic Design', at Hammermith Riverside Studios. This time he's only slightly late, completely charming, talkative and very funny. He cheerfully runs over our allotted time, and then he gets up on stage and gives the audience more than their money's worth, too.

Did anyone really expect PowerPoint? Carson simply fires up his MacBook, revealing the same chaotic desktop that you can see at [www.kowdesign.com](http://www.kowdesign.com), and starts pulling bits of work out of folders. The narration is whatever occurs to him, often 15min, no, not that one. When he compares the published schedule before he's even had finished, the only people waking out are those with items to catch. The piece is so packed that a couple of legs grope briefly into a gap anyway.

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Then he moves on to the slide projector. Slide decks, like decks, have... but...  
[Design Wonders]

comedy potential, and Carson, whose laid-back sense of mischief doesn't end with his layouts, knows perfectly well that versus tells them. The first technician goes off, deflated, as the event spins on into the night. Oh we go. Slide stick, hit out, recur, go backwards. At one point they start popping out the back. Carson has deconstructed presenting. It's not supposed to be like this, but it's a lot more fun. That's too bad, he declares, as the machine breaks down for the twentieth time, an hour after the advertised finish. The really good stuff was just coming up.

We've seen plenty of good stuff, and all of it unmistakably Carson, from the first *Play Gun* covers to the latest commissions for go-faced blue chips. When he finally gives way to Q&A, my neighbour in the audience asks how he persuaded BMW to let him out up the letters of their logo.

If one thing characterises Carson's approach, it's the ability to engage totally with a piece of work and yet never get precious. Where design is usually a succession of decisions that narrow an infinity of possibilities to one finished product, he starts with lots of gradients and somehow multiplies the possibilities. What emerges is still cracking with the potential of tipping half up and starting half all over again.

Another audience member suggests design should aim to be timeless. Carson... unthinkingly disagrees: everything must change. For me, *QuandPhos* will always be associated with that period in the early 1990s when it was the rawest, fastest and best way to play with pages. Carson, too, is unashamedly a product of that time. Yet if we catch up with him again in another ten years, it'll be no surprise to find he's still the world's most famous graphic designer.

[Design Wonders]

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An original  
design.

thing of as being unworkable.

AD: It's hard to think of a designer more unlike you, really?

DC: [Laughs] Yeah. But my thing is no, take it to an 18-year-old kid coming out of the water with a surfboard. If he uses it, it's probably working. That's kind of what happened with Ray Gun. The surfboards were kind of worried about the first issue. Maybe we've gone too far. I think there was a point where they actually tried to get out of it. But then from the start it got a good reaction, advertisers came in.

AD: It was hugely influential obviously. Ray Gun and the other magazines you were doing at that time, Beach Culture...

DC: Yeah, well I tend to think Beach Culture was actually a better magazine, but fewer people saw it. Ray Gun I was getting busier, there were other things starting to happen. If you can somehow, which you can't, construct a line of influence, it would be more than people realize, just in terms of - in [a newspaper in] New York City, at some point I noticed in their headlines all of a sudden that

two words touched. I can't say I'm responsible for that, but somewhere in the whole thing I was loosening up, and so the idea was not such a big change when they had two lines of the file touching each other. It helped open a door, I guess.

When I show some of that early work tonight, to students, for example, they might think what's the big deal, but in the early 80s there AD: I was going to ask you about that, because...

DC: Earlier, things would fall on the ground, and you would go ooh, that could work. Or the printer would mess up, or you would just do something you didn't know what happened on the computer, which didn't make it good, but sometimes it might be better than where you were headed. Maybe I can pick that up and scan it in... So it had to have some relevancy. It wasn't just that's weird, let's throw that in. People began to realize it was harder to do the freedom, expressive stuff well. It's easier, in a sense, to do simple, classic design... You can teach someone to do a reasonable newsletter, you can get people off the sidewalk and teach them to do a business card, and the software's there. But if you took that same group and said, I'm going to play some music and let's come up with a concept for the CD [box which] that really fits, most of them would be lost. But a couple people would do something amazing because that music spoke to them.

AD: It's the state of mind, isn't it?

DC: You need an article, what do I get from that? That's the starting point. If I'd just had a grid system set up like most magazines, and the box is already there for the photo...

Some of that's just expediency, but it usually hits the impact. I look at a photo and I say,

he hasn't got a  
anything on.

"THERE'S A LITTLE CHILD SAYING

HE HASN'T GOT ANYTHING ON," TILL

it could  
design

"But  
everyone was saying,  
he hasn't got anything  
on."

Never having  
learned all the  
things you're  
not supposed  
to do helped  
a lot.

work, that needs to bleed, I need that big. And I was always changing around origins for depending on the art. I need a couple of pages to get this art big. Maybe to find a section of the photo and blow it up.

AD: Do you think there's a danger that as the tools get more sophisticated, and as you say places like Corbis are now teaching people how to do the kind of stuff that you do, is there a danger that we lose those happy accidents?

It's not about all the tools, it's really got to come from the individual.

DC: Well, there is... I need a good way in Time or Newsweek, basically the guy had said OK, we've had all these bells and whistles now for a while, all these programs and all these effects - when are we going to see something really fresh again? It's not about all the tools, it's really gotta come from the individual. It's the only way you can do anything really unique or different, is utilize yourself. But I think there are too accidents that happen now.

AD: I suppose we have to mention Quark... It seems to me Quark and you are quite a good fit, because I always think of Quark/Press version 2, maybe even version 2...

DC: [Laughs] You know, it's funny you said that, because just recently getting introduced to some of the newer functions, and for me that was kind of... Because my work is pretty basic, and most of it is done in Quark/Press. But anyway I had a couple of clients that I had done that on, I had done what I accused other people were doing. I had found the button. And to their credit, both those clients said, umm, do you think maybe we should use that drop shadow?

AD: Quark was so much faster, wasn't it?

DC: There's no question, new technology, that part of it was not why I went into the field - Ray Gun was printed out of the computer onto a bad printer, then pasted down onto art boards. It was OK. It was a little bit soft or ragged.

AD: OK, commercial over. A catchphrase that's associated with you is "the end of print." Obviously you can take that in two ways, that it's the end of print in that I barely finishes and we don't have it any more, or it's the end of print as we know it, and we've got to make it into something else. It seems to me that you're still wedded to print as a medium.

DC: I think there was a lot of confusion that we were trying to say it's the end of writing or it's the end of reading. No, the medium is changing, and other than debate whether that's good or bad let's accept it and address it. At the time I really thought the file was quite funny, a little thought provoking, but he came to think I probably was the very stages of the end of print as a primary source of information.

AD: Well, how ironic we all going out, I think we need to end there, so thank you very much, that was great.

[Design Wonders]



**"hands-on" designer**

**Q: David, could you tell us a little about your new book?**

Carson: It's called *The Rules of Graphic Design*. I'm working on it now in Zurich, Switzerland, where I have a small studio, besides my one in the states. It will show a lot of the new work I've done over the past few years, and will, as the title suggests, finally get the official "rules" out on graphic design. It should be out early spring 2008. My first workshop I ever attended on graphic design was in Switzerland, so the book will no doubt be affected by my being here. I started it in the states and it will be finished there.

**Q: As one of the most well-known and influential graphic designers in the world, how do you balance work and play? Do you still get to surf often?**

Carson: I've always felt I make my living from my hobby, so I'm lucky in that respect. As Marshall McLuhan said, if you're totally involved in something, it is no longer work, it's "play or leisure." I surf in the Caribbean every winter. There's a perfect point break in my front yard. I watch the Internet surf reports, and when a swell is coming, I head down to the British West Indies. It's a very special place and helps me recharge.



David's recently designed architecture book, *PATTERNS*, by p.anderson + d.salomon

**Q: When creating a design such as a magazine cover, article, or website, what are a few of the most important things a designer should consider?**

Carson: Who is the audience, what is that audience's visual language, what type of things are they seeing? How can you communicate and reinforce visually what is written or spoken, and how can you stand out from the competition in that particular field?

**Q: Could you give an example of a video project that you enjoyed directing? What software do you or your associates use when creating these, and do they include Adobe After Effects?**

Carson: After Effects is hugely important in the commercials I work on. It's hard to imagine how we did them before. Well, actually I know—we did them in very expensive suites in post-editing houses in Los Angeles and New York! I just did some work for Saturn cars, and it was almost all done with After Effects. It's clearly the best tool for motion graphics.



UoPENN print DC results 11.10.10

**Q: Finally, what advice would you have for other graphic designers just starting out?**

Carson: Do what you love, trust your gut, your instincts, and intuition. And remember the definition of a good job: if you could afford to, if money wasn't an issue, would you do the same work? If you would, you've got a great job! If you wouldn't, what's the point? You're going to be dead a long time. So find that thing, whoever it is, that you love doing, and enjoy going to work for, and not watch the clock or wait for weekends and holidays.

**Do what you love, trust your gut, your instincts, and intuition. And remember the definition of a good job**

-----David Carson



# DESAIN POSTER

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# DESAIN POSTER

David  
CARSON



David Carson, the founder of the design firm Rockwell Group, is a pioneer in the world of graphic design. He is known for his bold, experimental, and often controversial work, which has inspired a generation of designers. Carson's work is characterized by its use of color, typography, and imagery to create a unique and powerful visual language.

Carson's work has been widely recognized and celebrated, earning him a reputation as one of the most influential designers of his generation. His work has been featured in numerous books, exhibitions, and documentaries, and he has received numerous awards and honors for his contributions to the field of graphic design.

Carson's work is a testament to the power of creative thinking and the ability to push the boundaries of what is possible in graphic design. His work has inspired a generation of designers to think outside the box and to create work that is both visually striking and conceptually powerful.

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"Graphic design will save the world right after rock and roll does."

'FATHER OF GRUNGE'



# 9/11: A Conspiracy?

A Controlled  
Demolition..?

America's In  
Turmoil Over  
Terrorist Attack

The World Trade  
Centers Take A  
Colossal Hit

Who really knows what  
happened that day...





# TUGAS KE 2

- Buatlah Sebuah Komposisi Layout produk anda dengan Jenis : **PICTURE WINDOW LAYOUT** yang dijelaskan di dalam materi.
- Output disajikan dalam 1 atau 2 Halaman bergantung komposisi yang anda rancang.
- Hasil output dicetak dengan ukuran A4 / A3 warna sebagai bahan eksperimen.