CHAPTER I

INTRODUCTION

1.1 Background of the Final Report

Graphic design is a communication media that uses visual elements such as writing, shapes, and drawings which was developed since the beginning of human civilization. Through a visual element on a surface, a perception of a message can be shared in a society. In the stone-age, the way humans communicate is not only limited to sign language, but also through painting on the walls of the cave.

Henry Cole began to develop Graphic design in the United Kingdom and was discussed in a journal titled "The Journal of Design and Manufactures" (1852), this journal also discussed about the importance of a design. This event is also the beginning of the creation of modern industrial technology and Victoria style design. As a result, many noble ancestries want to buy elegant-style designs, which indirectly affect the development of graphic design in the early 20th century.

In other hand, *Meggs* (1996) mention that through the 20th century, graphic design began to be in great demand in all circles. Until the end of World War 2, graphic design demand increased dramatically, especially for advertising purposes, as well as product packaging. Then in the 21st century, the using of graphic design has reached its top. Graphic design has been applied to two various

dimensions of surface, such as logos, brochures, product packaging, clothing design, advertising in television and social media, even for the emblem of an institution and company.

But at this time, consumers and non-consumers only assess graphic design only as a means to satisfy our own eyesight. In fact there are some of them who do not know the meaning of the elements contained in a design. Those elements are texts, symbols, colors, and the decorations in the design.

A couple months ago, the writer joined the internship program in his Information Technology Faculty. The program was held in an UMKM (Small and Medium Enterprise) *Waroeng Mak Nyak*. *Waroeng Mak Nyak* is a food stall business owned by Mrs. Eleonora Sheila located at Danau Ranau Street, in front of SMK Telkom Malang.

Picture 1. The location of *Waroeng Mak Nyak*

Mrs.Sheila's food stall is very interesting. In the food stall, a variety of foods and drinks menus are presented with a unique name that makes consumers interested while ordering them. However, it's just sad that food stall does not have a logo and banner for presenting the menu list. That is the reason why the writer wants to contribute to the food stall to create a logo that will be the identity of the "*Waroeng Mak Nyak*" food stall.

Therefore in this final report, the writer chose his internship experience as his final report to embrace the future of graphic design and also to explain the ways to create a logo design through a final report titled "*The creating of Waroeng Mak Nyak logo*". With the various knowledge that have been written, the writer hopes that the readers will be equipped with skill about how to make a logo design.

1.2 Objectives of the Final Report

The objective of this final report is to share the writer's knowledge about creating the logo of *Waroeng Mak Nyak* for the readers. The writer wants to share his knowledge and experience according to his Information System major.

1.3 Significance of the Final Report

This final report has three significances. The first is the significance for the writer; the second is the significance for the readers; and the third is the significances for DIII English program.

1.3.1 Significance of the Final Report for the Writer

The significance of this final report is to increase the amount of the experience in graphic design. The knowledge also could be a basic skill for the entrepreneurs in the field of work.

1.3.2 Significance of the Final Report for the readers

With this final report, the writer hopes the readers could equip themselves with the knowledge that has been distributed by the writer, because the skill of graphic design can be a foundation in their entrepreneurial activities. The writer also hopes that the readers can change their view of graphic design that is essentially not only as a decoration, but also as an identity of a community.

1.3.3 Significance of Final Report for DIII English Program

The purpose of making the final report is to increase the number of final report references in DIII English Program to be used by students in the following year. In this final report, there is a tutorial about how to make a logo design which is expected to bring DIII English program to be the source of various creativity in the design sector.

1.4 Procedures of the Final Report

In making this final report, the writer describes four stages in the procedure that must be passed to complete the final report written by the writer. The procedure are *the pre-departure training*, *on-going process*, *final report*, and *the last examination.*

1.4.1 Pre-departure Training

Pre-departure training is the first stage to equip the writer with knowledge about the final report, the constraints and difficulties encountered in the process of writing the final report. The Pre-departure training whose speaker was Miss Widya Febriana, Hmd was held on 7 May 2018 at the DIII English Program of the University of Merdeka Malang.

1.4.2 On-going Process

After pre-departure training, the writer writes his final report with the support of sources related to the final report, and the writer's experience during the internship program. The writer also uses various articles to support the contents of the final report.

1.4.3 Final Report and Examination

After the writer finishes the final report by following the guidance of the advisor, the writer finally joins the final report examination, after the writer register the final report at Academics staff.