

12

DKV LINGKUNGAN : KOMERSIAL/RETAIL





SUB CAPAIAN PEMBELAJARAN



120 menit

Melalui Pokok Bahasan ini peserta belajar diharapkan dapat :

1. Memahami tentang latar sejarah dan perkembangan *Environmental Graphic Design*.
2. Memahami sejarah sebagai sebuah perkembangan pemikiran manusia dalam membangun peradaban dan lingkungan, khususnya berkaitan dengan *Environmental Graphic Design*.
3. Mampu memahami dan mengidentifikasi bukti-bukti elemen *Environmental Graphic Design* dalam beberapa catatan sejarah



Kuliah Sinkronus menggunakan zoom meeting (100 menit) + (20 menit) penjelasan tugas mandiri




TUGAS MANDIRI , durasi 1 minggu , pengumpulan melalui link



Retail Design

(n)

*the art or process of
designing spaces to be
used for the sale of goods
to the public*



History Retail Design

- New technology (1840) → the production of large panel of glass
- Aristide Boucicaut (1852) → Bon Marche' "town within the town".



Bon Marché department store in Paris in the late nineteenth century offered an impressive shopping experience for its customers through the grandeur of its architecture.

- Selfridges (1909) → First Visual Merchandising, windows shopping



- Selfridges (1909) → First Visual Merchandising, windows shopping
- The 1960s saw the creation of high-street ready-to-wear



- Retail pertama di Indonesia → Sarinah. Sarinah merupakan nama sebuah gedung yang dibangun di Jakarta oleh Presiden Soekarno pada tahun 1963, dan beroperasi 4 tahun berikutnya yakni di tahun 1967.





Logotype Sarinah ini diketahui merujuk pada salah satu buku karangan Ir. Soekarno berjudul 'KEWADJIBAN WANITA DALAM PERDJOANGAN REPUBLIK INDONESIA'. Buku cetakan pertama diterbitkan pada tahun 1947. Buku ini merupakan sebuah buku tentang Pemikiran Soekarno terhadap perjuangan bangsa dan makna penting wanita bagi sebuah bangsa.



Sarinah







ARCHITECTURE



GRAPHIC DESIGN



INTERIOR DESIGN



SHOP FITTING



RETAIL DESIGN

Windows Display



Sketch



Grouping



Layouting



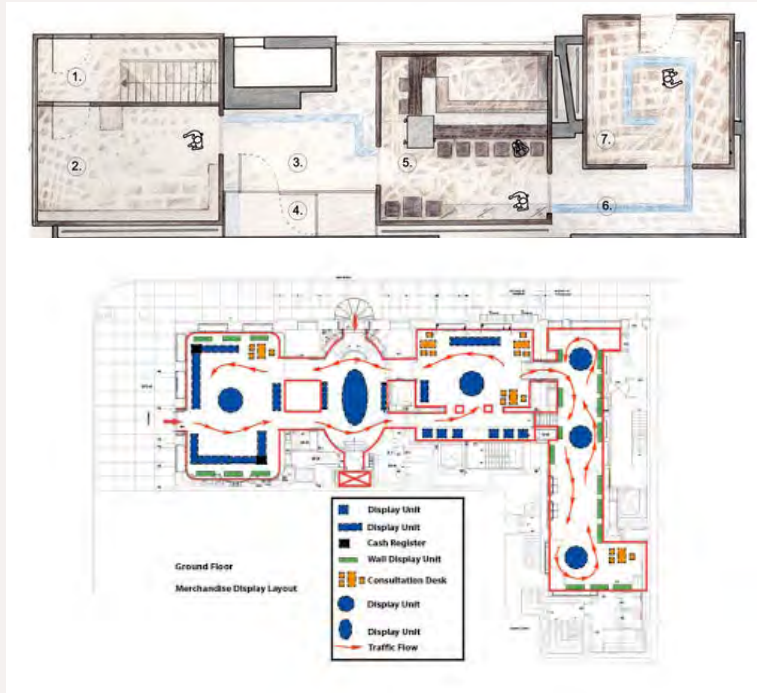


Harvey Nichols, in its true outlandish style, makes the most of its tall windows by using every available space to create an innovative window scheme.

Element Retail Design

Store Planning

- Layout
- Traffic flow
- Security
- Display



Store Branding

- Decor
- Image
- Atmosphere
- Retail identity



Store Branding ?

Is the IMAGE side of the design

Is the FACE store that give it personality and

Creates the Customer's first and last impression

It's customers feeling think about store :



Essence

The essence identifies what is at the heart of the business and the nature of the work. These are the most important features of the organisation.

Values

The term 'brand values' can be explored through what the organisation's morals and standards are and how they manifest themselves in the brand.

Image

The brand image is one of the most important aspects of brand development and is paramount in showing the essence and values of the organisation to the world through visual means.

Big ideas

The big ideas demonstrate what the brand sets out to achieve.

Cash generator

Behind every brand is the ambition to make money. It is fundamental to know how this will happen.

Strange attractor

The success of many brands is in the unknown and the additional offers that can be made under a brand. It is important to question what else people use/need the brand for.

Culture

Who is the market/consumer/user and what does it feel like to be part of this culture?

Store Branding Physical Aspects

- Logo
 - Signage
 - Graphics
 - Internal Colours
 - Finishes
- ➔
- Intuitive
 - Holistic
 - Synthetic
 - Subjective
 - Overall Picture

Is this the right place for me ?

Store brand = same language = Business brand

The message coherent, customers feel comfortable and confident about shopping

"... to be really effective you have to be able to sense the brand. You may even be able to touch it and feel it. So that it manifests the core idea. "

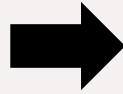
WALLY OLINS



Store Planning

Is the Physical features to ensure works as a practical retail space :

- a. Floor layout
- b. Traffic flow
- c. Merchandising layout
- d. Architectural features
- e. Lighting
- f. Security
- g. Storage
- h. Staff work flow, and more



- Logical
- Sequential
- Rational
- Analytical
- Objective



STORE PLANNING

Layout; Traffic flow; Security; Display

STORE BRANDING

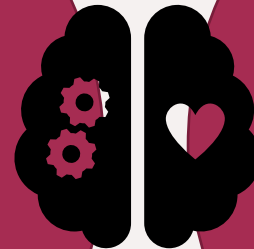
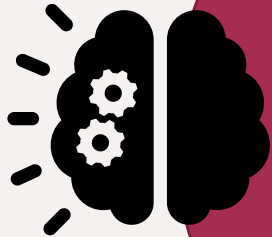
Decor; Image; Atmosphere; Retail identity

Left Brain

- Logical
- Sequential
- Rational
- Analytical
- Objective

Right Brain

- Intuitive
- Holistic
- Synthetic
- Subjective
- Overall Picture



Retail Identity

Six Element in Retail Identity

1. Business name
2. Business logo
3. Colour scheme
4. Positioning statement / catch-phrase
5. Background pattern element
6. Photographic imagery



Business name

- Distinguishable from competitors
- Easy to read and say
- Efficient envelope



Positioning statement / catch-phrase



Positioning statement / catch-phrase



Positioning statement / catch-phrase



Theme Design

Tales from the Cropp'd
Antique Photographs & Movies



Words & shapes good for stationery, but difficult to apply to architectural elements

Vertical Logo
(difficult)



Film strip can easily be used as a decorative border in the shop design

Horizontal Logo
(easy)

Horizontal text fits sign space better



Shopfront Application



Logo



Wall Decoration



Menu Boards



Shop Application

Theme Design



STUDIO 196

Store Logo



Wall Applications



Store Application

revolver

Store Logo



Decorative Wall Applications



Store Application

Signage And Graphic



Signage And Graphic



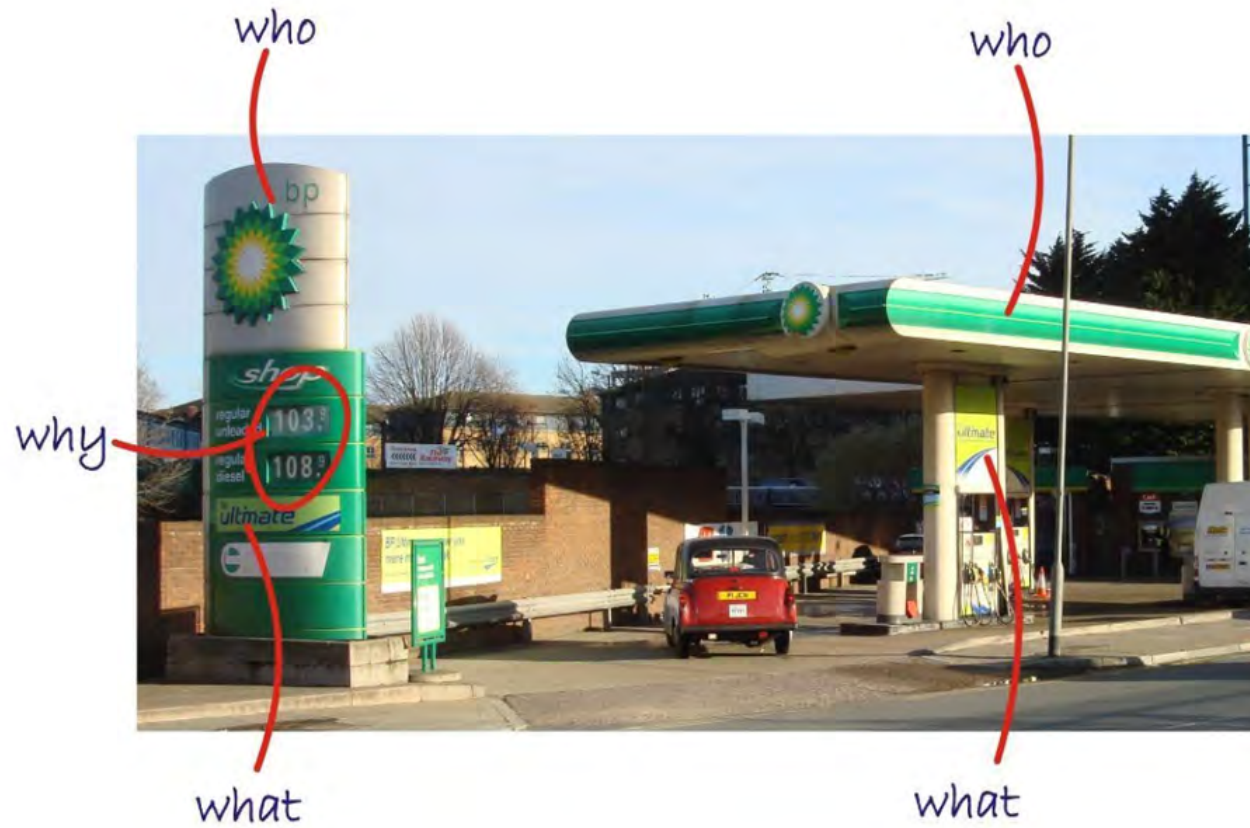
Signage And Graphic



Signage And Graphic



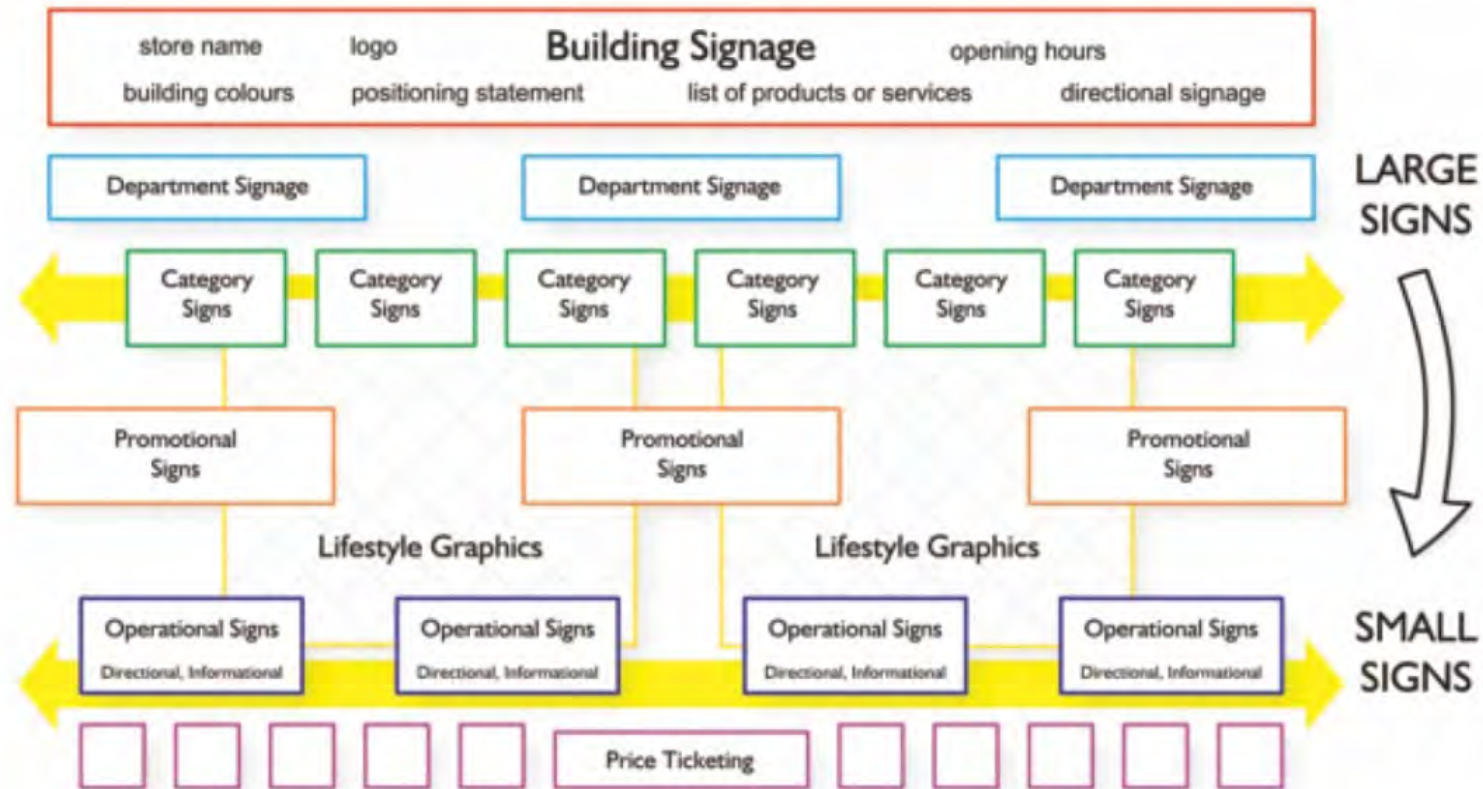
Signage And Graphic



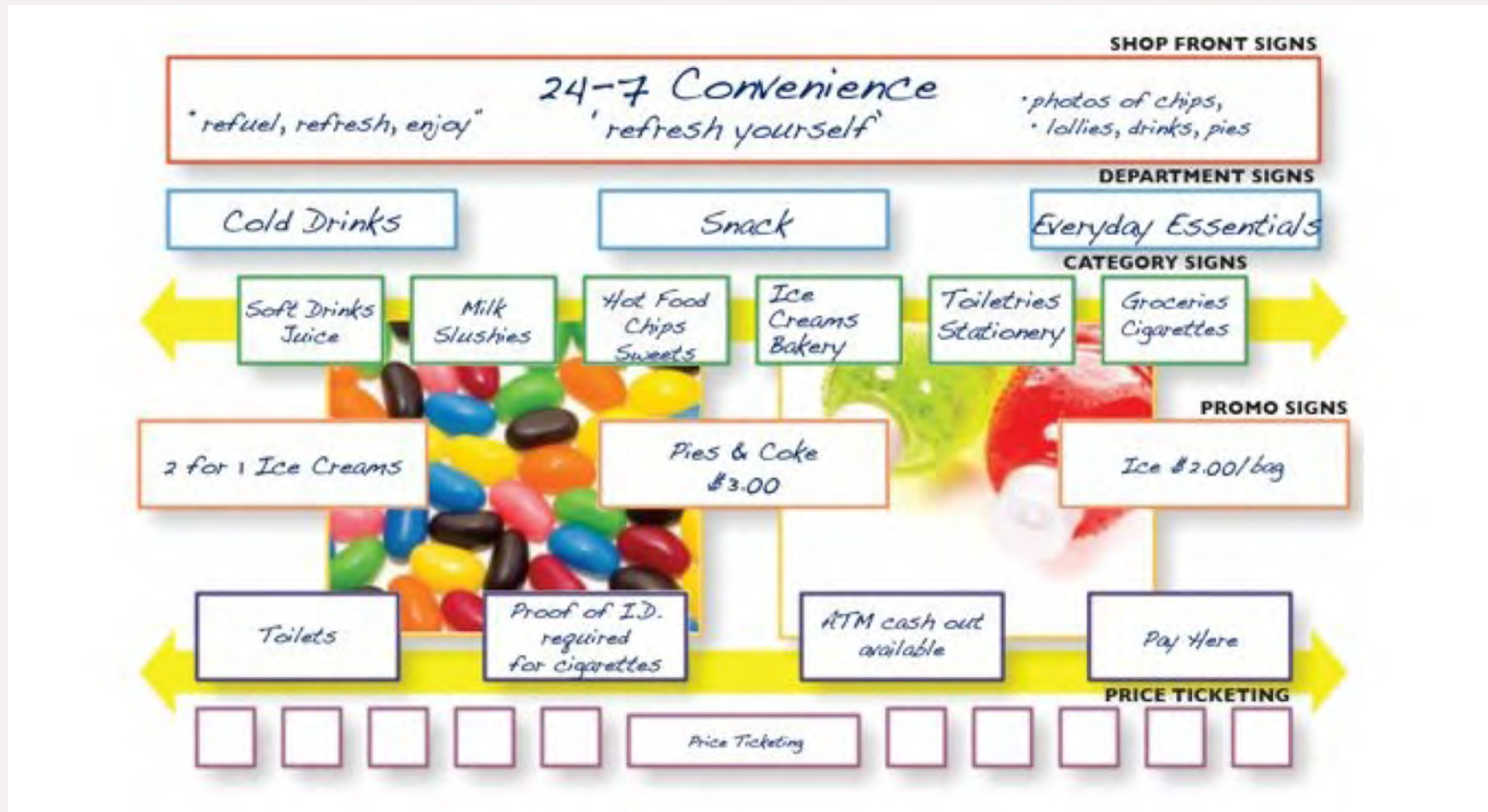
Signage And Graphic



Heirarchy of Signage And Graphic in Retail Design



Heirarchy of Signage And Graphic in Retail Design



Heirarchy of Signage And Graphic in Retail Design

