



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

Design Media Public Relations

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DESIGN

- Perencanaan dan upaya membentuk suatu karya visual sesuai dengan kebutuhan.
- Desain penting karena mata manusia dirancang untuk menerima dan memproses garis, bentuk, tekstur, warna, hubungan spasial yang rumit, dan informasi visual kompleks lainnya dalam waktu yang singkat.

DESIGN

- Desain dapat menjadi faktor keberhasilan.
- Desain sama pentingnya dengan elemen publikasi sebagai tulisan.
- Grafik atau desain tertentu dapat memperkaya tulisan PR.

HAL-HAL YANG PERLU DIPERHATIKAN

- Format: terkait dengan bentuk (brosur atau poster).
- Medium: terlepas apa pun mediumnya, desain yang estetik perlu diperhatikan. Misal, *annual reports* sebagai medium dikemas seperti majalah.
- *Intent*: tentukan tujuan dari desain Anda (reposisi, mencari audiens baru, pengumuman, dsb.).
- *Audience*.

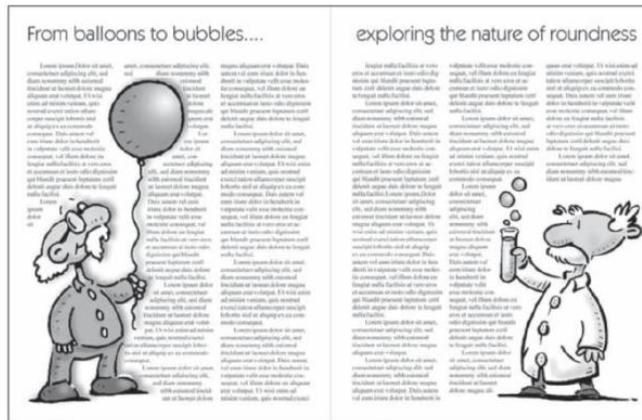
PRINSIP-PRINSIP DESAIN

BALANCE

- *Symmetric approach*: posisi desain simetris agar terkesan formal.
- *Asymmetric approach*: memberikan desain dengan kesan informal.

PRINSIP-PRINSIP DESAIN

BALANCE



GREAT DUCKS THROUGH HISTORY

By Clevy Warren

Little is known of the life of the duck, but it is a very interesting animal. The duck is a member of the family Anserinae, and is one of the most common of all birds. It is a very hardy and adaptable animal, and is found in many parts of the world. The duck is a very useful animal, and is raised for its meat and its eggs. It is also a very popular pet, and is often kept in backyards and on farms.

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Balance: Bivins (2007,hlm. 148)

PRINSIP-PRINSIP DESAIN

PROPORTION

- Sebuah ukuran yang menunjukkan hubungan dalam suatu desain.
- *The rule of ground thirds*: membagi 1 lembar kertas secara vertikal menjadi 3.

PRINSIP-PRINSIP DESAIN

PROPORTION



Proportion (2007,
hlm. 150)

PRINSIP-PRINSIP DESAIN

SEQUENCE AND EMPHASIS

- *Sequence*: ketika kita melihat sebuah halaman, kita cenderung berpindah dari elemen besar ke elemen yang lebih kecil, area gelap ke area yang lebih terang, elemen berwarna ke elemen hitam-putih, cerah warna ke warna yang diredam, dan bentuk yang tidak biasa ke bentuk biasa. Urutan yang tepat akan mengarahkan pembaca Anda.
- *Emphasis*: memfokuskan perhatian pembaca Anda pada satu elemen dengan elemen lebih besar, lebih gelap, lebih berwarna, atau berbentuk aneh.

PRINSIP-PRINSIP DESAIN

SEQUENCE AND EMPHASIS

Retractable leashes, odor coversups, and pooper-scoopers:

The paraphernalia of dog walking

by John Garry

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It's not uncommon for the accoutrements of walking to cost more than the dog being walked.

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A Quickie Price List

Leashes	\$45-\$300
Clothing	\$60-\$500
Footwear	\$80-\$300
Deodorizers	\$2-\$12
Pooper-Scooper	\$25-\$150
Training	\$500-\$1500
Dog Walker	\$50 per



Sequence and Emphasis (hlm. 151)

PRINSIP-PRINSIP DESAIN

UNITY

- Salah satu cara untuk menyampaikan pembaca dengan keseluruhan hubungan antara *headline* dan isi tulisan.
- Gunakan maksimal 2 jenis *font* tulisan yang berbeda. Lebih dari itu akan memusingkan pembaca.

PRINSIP-PRINSIP DESAIN

GRID

- Nama lain dari kolom.
- Dalam *newsletter*, lazimnya digunakan 3 kolom atau maksimal 4 kolom dalam 1 halaman.
- Semakin banyak kolom, maka tulisan akan lebih kecil sehingga tulisan susah dibaca.

PRINSIP-PRINSIP DESAIN

ALIGNMENT

- Pengaturan tulisan akan ditempatkan di mana.
- Lazimnya ditempatkan di *flush left* karena pembaca membaca dari kiri ke kanan.
- Hindari *flush right* karena akan susah dibaca dan hindari *centered* kecuali kutipan yang digunakan untuk memberi penekanan.

RAGAM DESAIN DALAM MULTIMEDIA PR

RADIO

- Spot: konten radio berdurasi 60 detik bisa berupa rekaman dialog, monolog, *jingle*, atau lagu, yang menginformasikan pesan PR.
- *Adlibs*: konten radio yang dibacakan oleh penyiar (bisa sesuai skrip atau improvisasi penyiar—PR menyertakan *key ideas* saja).

- *Running Text*: Tulisan yang berada di bagian bawah (tidak lebih dari 20 kata).
- *Super impose*: Logo/gambar yang di bagian pojok (durasinya 5 detik).
- *Squeeze frame*: Konten yang muncul ketika tayangan berlangsung. Bentuknya menyerupai huruf L.

TV

SQUEEZE FRAME



The advertisement features a product shot of a Wirmav Squeeze Frame rice cooker on the left, which is a stainless steel appliance with a digital display and a stack of three cooking baskets. On the right, a television screen displays a news broadcast from NTV. The TV screen shows a man in a blue shirt looking to the side, with the NTV logo in the top right corner. Below the TV screen, a black banner contains the text "Squeeze Frame" in white. At the bottom of the advertisement, the text "FITUR ONE TOUCH CONTROL" and "19 FUNGSI MASAK!" is displayed in white and yellow respectively.

Wirmav

NTV

NusantaraTVOfficial nusantaratv.com

TV TIDAK MENERIMA IMBALAN DALAM BENTUK APAPUN PADA SAAT MELAKU

Squeeze Frame

FITUR ONE TOUCH CONTROL
19 FUNGSI MASAK!

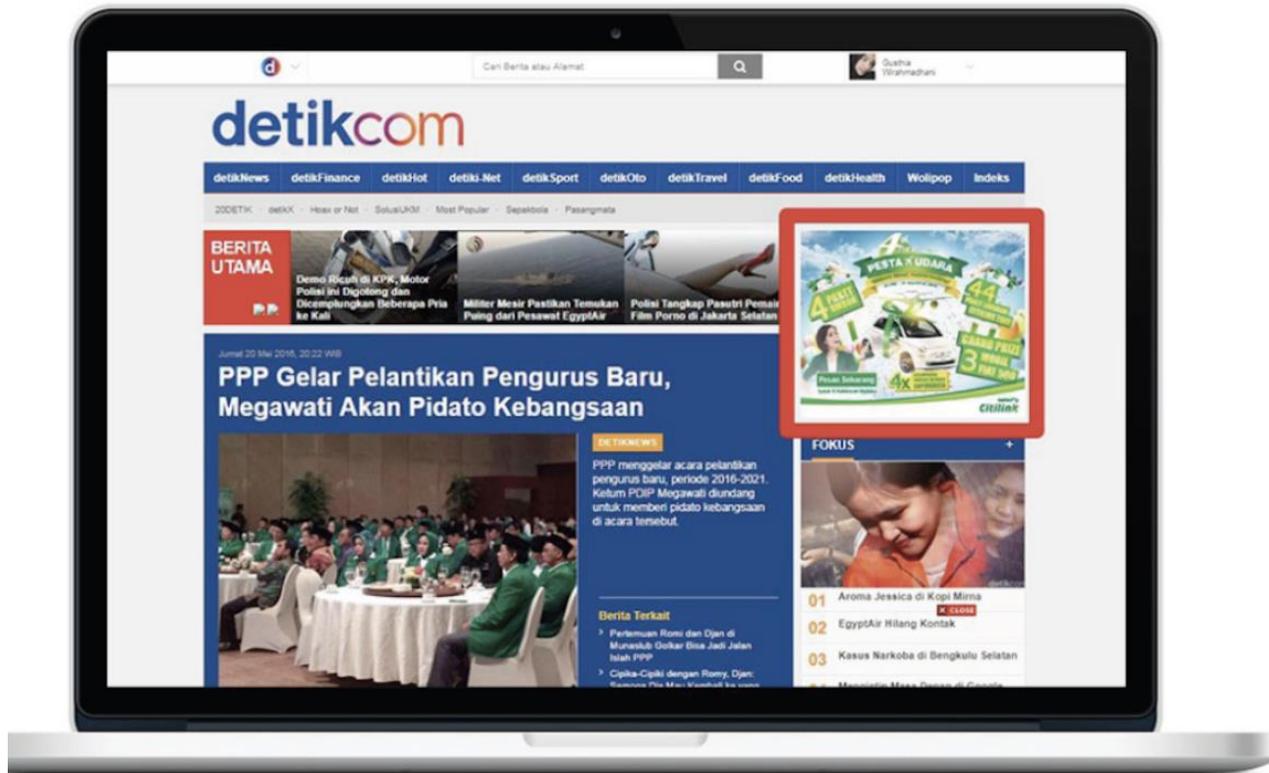
MEDIA ONLINE (DESKTOP & MOBILE APPS)



The image shows a laptop displaying the detik.com website. A red rectangular box highlights a leaderboard advertisement at the top of the page. The ad features the text "Cuma Bayar 72%*" and "juga beli Produk Elektronik* dapatkan diskon untuk Tambah Daya 50%". Below the ad, the website's navigation menu and various news articles are visible. One prominent article is titled "Terciduk, Ini Permintaan Maaf Pemuda yang Coret Heli TNI AU".

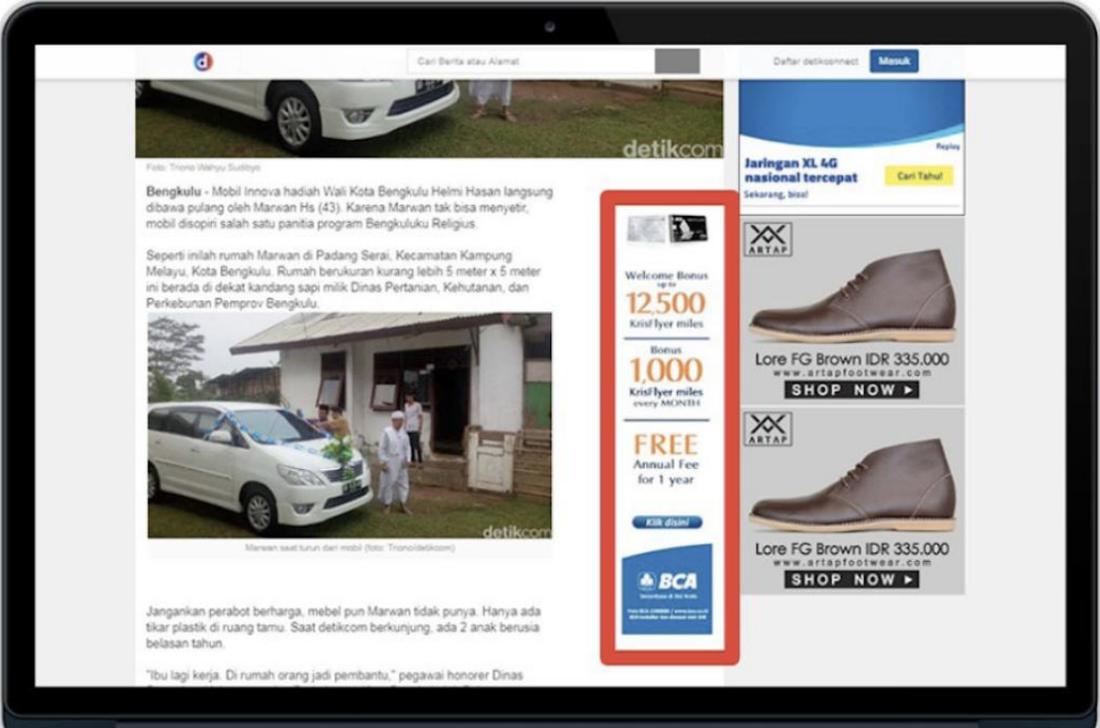
Leaderboard (728x90 pxl)

MEDIA ONLINE (DESKTOP & MOBILE APPS)



Medium Rectangle (300x250 pxl)

MEDIA ONLINE (DESKTOP & MOBILE APPS)



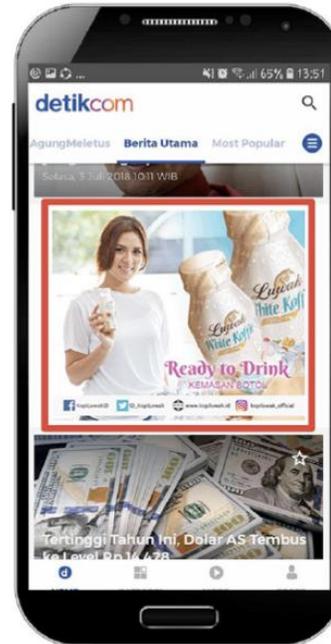
The image shows a laptop screen displaying a desktop website layout. The main content area features a news article with a photo of a white car and text about a gift from a local official. The sidebar on the right contains a 'Skycrapper' advertisement for Artap shoes, which is highlighted with a red border. The ad includes promotional offers like 'Welcome Bonus 12,500 Krisflyer miles' and 'FREE Annual Fee for 1 year'.

Skycrapper (160x600 pxl)

MEDIA ONLINE (DESKTOP & MOBILE APPS)



**Static Banner
(320x100 pxl)**



**Mobile Medium Rectangle
(300x250 pxl)**



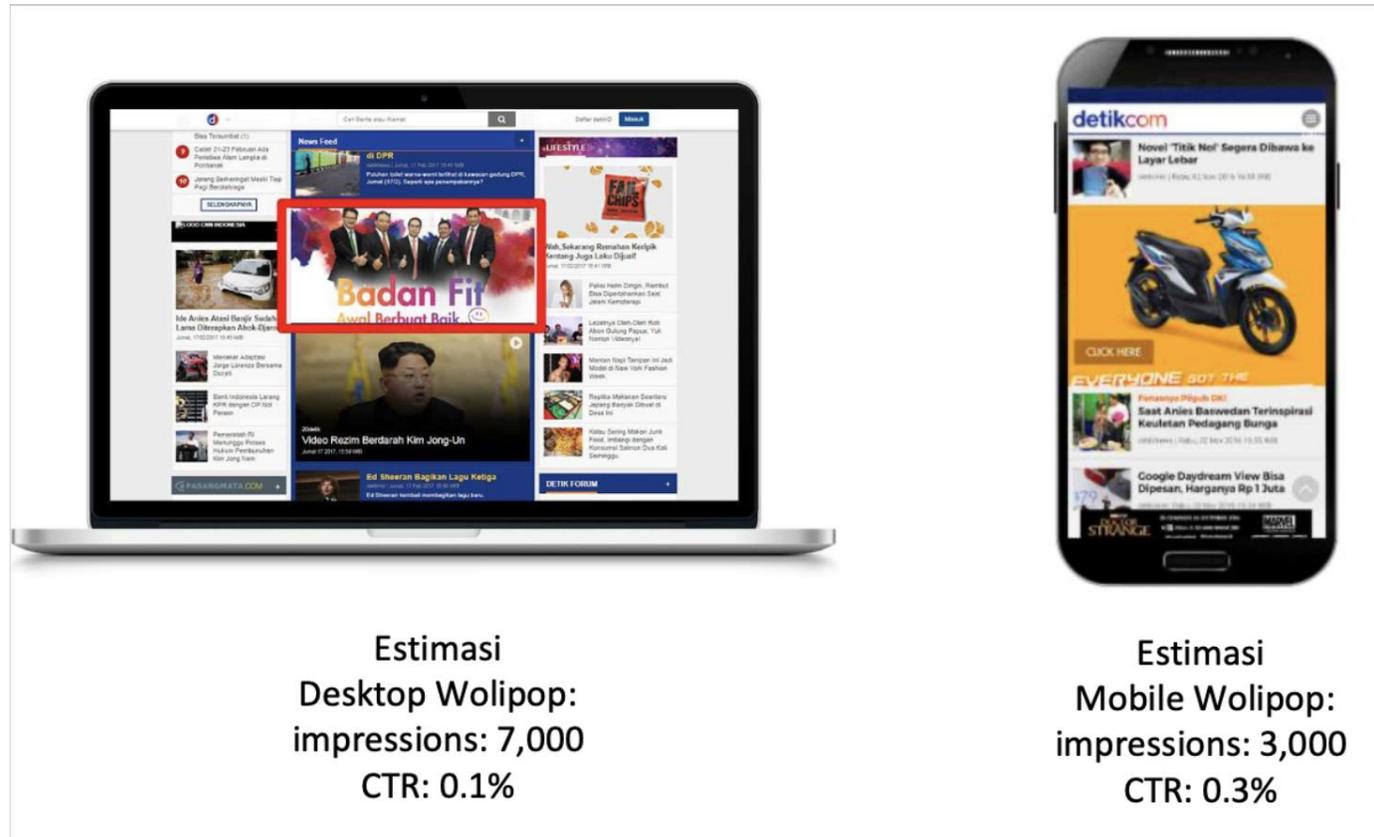
**Sticky Static Banner
(320x50 pxl)**

CPC-CPM-CTR

- CPC—*cost per click*: biaya yang dikeluarkan setiap ada 1 klik di iklan.
- CPM—*cost per mille*: biaya yang dikeluarkan setiap 1.000 *impressions* (tampilan iklan di layar orang lain).
- CTR—*click through rate*: persentase atau rasio klik dari konten PR.

CPC-CPM-CTR

CPC-CPM



INSTAGRAM



Image Source:
<https://www.instagram.com/p/CS5shzuBHwe/>

Thank You