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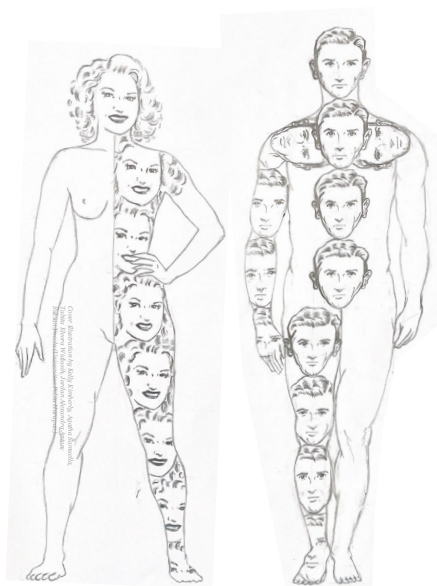
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**Cover Photo**

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***Metode Menggambar dari Jack Hamm***

*Illustration by Tiara Kitama, Ferdinand Indrajaya,  
Angeline Alexandra, Leony Kurniawan  
(Universitas Pelita Harapan)*

# Preface

Welcome to de-lite: Journal of Design Studies and Projects's third Volume. This journal combines various articles that delve into design aspects, from branding and semiotics to character design and design education. With a focus on theoretical and practical applications, we aim to enrich the understanding and practice of design across different disciplines.

In design studies, the journal presents insightful articles that shed light on the effectiveness of branding strategies using intellectual property characters. Case studies examining the public response to brand promotions utilizing well-known characters like "Tahilalats" and "Si Juki" on Instagram offer valuable insights into contemporary marketing practices.

Additionally, semiotics takes center stage in understanding design elements, as explored in the analysis of color palettes in the application "Grow Up" and the semiotic theory approach to dissecting the animated film "The Addams Family" (2019). These studies contribute to the design field and demonstrate semiotics' significance in various design contexts.

The journal also features innovative design projects that inspire creativity and imagination. Articles showcase the artistic journey behind character design, as exemplified in the creation of "Putri Jembersari," a captivating character for the children's book "Cerita Rakyat Jember: Putri Jembersari." Moreover, the journal highlights the adaptation of Indonesia's endemic wildlife into character design, presenting "Pinpin and Friends" as an outcome of this harmonious fusion of creativity and conservation.

Education is crucial in nurturing the next generation of designers, and the journal delves into this aspect by exploring how empirical approaches from renowned artists like George Stubbs and teaching methods from Jack Hamm have shaped the drawing curriculum in Visual Communication Design (DKV) programs. Additionally, articles delve into the factors influencing students' motivation to learn, such as the quality of instructors and learning facilities in Design Education.

In conclusion, the Journal of Design Studies and Projects provides a comprehensive platform for researchers, practitioners, and educators to share their insights and discoveries in the dynamic and ever-evolving design field. We hope that the articles in this journal inspire creativity, spark meaningful discussions, and contribute to advancing design knowledge and practices worldwide.

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