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**Cover Photo**

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***Klip Musik Video Animasi***

***“Sang Dewi” oleh Titi DJ***

*Illustration by Agatha Samuella Kristijanto, Tabita  
Eleora Widiasih, Alfiansyah Zulkarnain  
(Universitas Pelita Harapan)*

# Preface

Welcome to Volume 4, Number 1 of *de-lite: Journal of Visual Communication Design Study & Practice*. In this edition, we dive into a mix of fascinating topics in visual communication design, covering both theory and practice. Our goal is to bring you a collection of insightful studies and creative projects that showcase the exciting world of visual design.

In the Design Studies section, we explore various theoretical perspectives. We delve into the historical perspective on misogynistic elements in Edgar Degas' paintings and their relevance to the objectification of women in modern media. We also examine the social impact of public service advertisements, specifically focusing on campaigns against sexual violence and victim-blaming. Additionally, we look at the application of Freytag's Pyramid in the design of animated music videos, analyzing how narrative structure influences visual elements. We discuss the cultural and devotional significance of the Stations of the Cross as depicted in the Wayang Beber performance "Lurung Kamulyan." Finally, we analyze the strategies used in YouTube advertisements to create a unique selling proposition for a hair supplement product.

In the Design Projects section, we showcase practical design projects aimed at raising awareness and creating social impact. One project is a social campaign designed to address and challenge the romanticization of mental illness among young adults aged 17-25. Another project is an interactive story developed to increase awareness and understanding of maternal depression, aiming to engage and educate the audience.

A big thank you to our authors for their incredible work and to our readers for their continued support and engagement. We hope you find this volume as inspiring and thought-provoking as we do.

**Brian Alvin Hananto**  
*Managing Editor*  
*Universitas Pelita Harapan*

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