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# Preface

This publication marks the start of the second volume of IMATYPE. In this new volume, we are expanding the number of articles within this journal to heighten the reach of this publication. Since the introduction of the sections within this journal, “Original Articles” and “Design Projects” is returning with new articles, while we introduce a new section, “Design Study.”

In “Original Articles,” we have the article “Aplikasi Desain Canva: Ancaman atau Alat yang Membantu Kerja Desainer Grafis?” which discusses the phenomena of Canva. This application can help people in making graphic design easier than before. This new application can be seen as a threat as it can be seen to democratize design. However, the fact that it simplifies the design process also poses a particular value that can help designers in designing. Perhaps compared to the rise of artificial intelligence in designing, Canva is just a fraction of the new “threat” or new “possibilities” that the future may offer.

“Design Study” introduces two new articles in this publication. “Tinjauan Buku Cerita Bergambar dan Aktivitas Anak Sebagai Media Edukasi Anak Usia 3-5 Tahun” sees the potential of the pictured storybooks as a way to educate children. “Analisis Kebutuhan Desain UI/UX untuk Restoran Makanan Sehat Grains of Glory” explores the necessity of a redesign that the Grains of Glory restaurant may need in their digital platforms. These two articles explore how design may contribute to and affect people in different contexts.

“Design Projects” holds this publication’s largest number of articles. “Perancangan Film Dokumenter Pengolahan Daur Ulang Limbah Organik Sebagai Media Edukasi Perkebunan Kopi di Kabupaten Boyolali” discusses the design process of the visual design for a documentary film. “Perancangan Ulang Identitas Visual Kopi Es Tak Kie Melalui Metodologi Desain, Five Phases of the Design Process”, explores the design process for Kopi Es Tak Kie as a design case. “Perancangan Website Kampanye Daur Ulang Sampah dengan Pendekatan Gamifikasi” is also another design case that uses gamification as an approach. “Traditional Food Packaging Redesign to Expand Target Market” is a design project that redesigns food packaging as part of its strategy to reintroduce its brand to wider audiences.

These seven articles in IMATYPE represent the broad scope that IMATYPE as a journal aims to be. Graphic design has grown exponentially in recent years, but its relevance remains. Although new and diverse areas of study have been developed from graphic design, graphic design is still an integral part of those areas. As IMATYPE grows as an academic publication, we hope others can acknowledge this perspective as they continue practicing graphic design within vast and diverse practices..

**Brian Alvin Hananto**

Managing Editor

Universitas Pelita Harapan

Cover Photo

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