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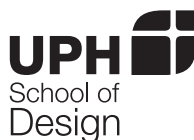
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Preface

We are delighted to present Volume 3, Issue 2 of *Imatype: Journal of Graphic Design Studies*, a collection showcasing the creativity and diversity of design projects in the current landscape of visual communication. This edition brings together research and practice-oriented works that underscore the evolving role of design in responding to social, educational, and cultural needs. Through these projects, the journal offers insights into how design can effectively engage with specific audiences and address diverse challenges in contemporary society.

In this issue, all contributions come from academic institutions with a focus on practical, real-world design applications, particularly for children, youth, and cultural industries. Each article falls under the theme of design projects, highlighting case studies and project executions that translate theoretical knowledge into innovative and impactful design solutions.

This issue opens with *Perancangan Buku Aktivitas Museum BRI untuk Siswa Sekolah Dasar* by Puspitasari and Mahatmi, which explores educational engagement through interactive activity books for elementary school students visiting the BRI Museum. Following this, *Picturebook untuk Meningkatkan Kepercayaan Diri Pada Anak Usia 9-12 Tahun* by Valentino and Rarasati presents an inspiring approach to enhancing self-confidence among young children through visual storytelling.

Exploring social and moral values, *Perancangan Buku Panduan untuk Orang Tua Kepada Anak Mengenai Adab Berteman dalam Islam* by Fadhila and Pinashtika provides parents with tools to guide children on Islamic principles of friendship. Meanwhile, *Perancangan Komik Digital Berjudul “Azalea” Sebagai Edukasi Tentang Penyandang Disabilitas Fisik* by Felix and Hidajat leverages digital comics as an educational medium to foster understanding and empathy towards individuals with physical disabilities.

Shifting to branding and identity, *Pengembangan Identitas Visual dan Desain Kemasan Es Krim Nusalice Sebagai Produk Inovasi Nusantara* by Lim, Suwanto, and Isfandriani and *Pengembangan Identitas Visual dan Desain Kemasan Djeli Djampi Sebagai Inovasi Produk Jamu* by Aurelia and Suwanto focus on the integration of visual identity and packaging design to celebrate and market traditional Indonesian products in new, innovative ways. Additionally, *Strategi Visual Desain Logo Gelatonesia Sebagai Upaya Rebranding* by Salsabila examines a rebranding strategy aimed at revitalizing the brand image of Gelatonesia through visual design.

As each article illustrates, these projects contribute to the rich landscape of graphic design through a variety of creative and functional approaches. This edition is a testament to the versatility of graphic design, serving not only commercial and branding needs but also fostering educational and social connections within diverse communities.

We hope this issue inspires designers, educators, and practitioners to explore the potential of design in crafting meaningful, context-sensitive projects that resonate with and impact their intended audiences. Enjoy reading!

Cover Photo

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Djeli Djampi

Mikhaella Destany Aurelia,
Kartika Magdalena Suwanto, Rerry Isfandriani
Universitas Pelita Harapan

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