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# Preface

Universitas Pelita Harapan's Editorial and Publication Design Laboratory (LABDEP UPH) has had amazing opportunities to collaborate with various institutions throughout its establishment. This collaboration often resulted in various exchanges and discourses towards design practice and design research. As our collaboration increased, so did the number of studies and publications. The increasing number of studies and articles, especially in the field of graphic design, prompted LABDEP UPH to further expand its publications.

IMATYPE: Journal of Graphic Design was born out of that impulse. Though we use the term 'impulse', it doesn't mean that this journal is formed impulsively. The motivation and desire to form this journal was due to the necessity and the lack of publications that allow a more free, yet still serious and reviewed, publication on graphic design on its simple and pure level. In this first publication of IMATYPE, there were five articles that are published that we hope could represent and showcase the perimeters of this publication.

The first article, "Proses Perancangan Identitas Visual dan Desain Kemasan untuk Brand Verence", is an article written by Elizabeth et al on designing a visual identity and packaging design for a brand. This article simply focuses on the whole process while elaborating necessary decisions that are made for the design. The second article, "Kajian Tren Desain Minimalis pada Rebranding Logo Ikon Google Workspace dan Logo Microsoft Edge" by Gultom & Haswanto, elaborates on two logo redesign that seemed to follow the minimalist trend that we often see in logo

design nowadays. The third article, “Pengaplikasian Gaya Art Deco dalam Ilustrasi Digital pada Buku Minuman Tisane Bunga” by Aurelia & Marwan, showcases another design process. This time, it’s an illustration for a book that applies styles from the art deco. The fourth article, “Analisa UI Google Classroom sebagai Platform Pembelajaran Jarak Jauh Siswa” by Nurazizah, studies the user interface of Google Classroom as the use of the platform has risen due to long-distance learning. The final article, “Studi Dampak Pandemi COVID-19 Terhadap Perusahaan Jasa Desain Grafis” by Hananto, explores the effect of the COVID-19 pandemic had brought on several graphic design companies.

Overall, the articles published in this edition are comprised of articles that elaborate on the design process, design trends, design analysis, and also the design industry. We hope that through the diverse perspective in discussions on graphic design, readers may get various insights and also be able to see graphic design comprehensively, not just from one singular or particular aspect.

**Brian Alvin Hananto**

Editor in Chief

Universitas Pelita Harapan

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Graphic Design Studies



## Verenice

Elizabeth Gunawan, Helena Calista, Patricia Frite  
(Universitas Pelita Harapan)

# Table of Contents

vi **Preface**

ix **Table of Contents**

**1 Proses Perancangan Identitas Visual dan Desain Kemasan untuk Brand Verenice**

Elizabeth, Helena Calista, Patricia Frite, Rerry Isfandriani,  
Kartika Magdalena Suwanto  
Universitas Pelita Harapan

**8 Kajian Tren Desain Minimalis pada Rebranding Logo Ikon Google Workspace dan Logo Microsoft Edge**

Anggi Gracia Gultom, Naomi Haswanto  
Institut Teknologi Bandung

**16 Pengaplikasian Gaya Art Deco dalam Ilustrasi Digital pada Buku Minuman Tisane Bunga “Khasiat Kesehatan Minuman Seduhan dari Bunga di Lingkungan Sekitar Kita”**

Siti Sarah Nur Aurellia, Rudi Heri Marwan  
Universitas Esa Unggul

**36 Analisa UI Google Classroom sebagai Platform Pembelajaran Jarak Jauh Siswa**

Catrine Bella Nurazizah  
Universitas Mercu Buana

**44 Studi Dampak Pandemi COVID-19 terhadap Perusahaan Jasa Desain Grafis**

Brian Alvin Hananto  
Universitas Pelita Harapan