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Preface

In this second publication of IMATYPE: Journal of Graphic Design, we have five articles that had been reviewed and prepared for the readers to read.

The first article, titled “Peran & Pentingnya Brand Identity untuk Small-medium Business dan Startups”, from Thang is a literature review of various articles that try to elaborate on and explain the necessity and function of having a brand identity for SMEs and startups. Two articles on Design Projects: “Perancangan Huruf Melalui Ekstraksi Budaya ‘Dalihan Na Toru’” from Suwanto & Ruth; and “Perancangan Re-branding Taman Bacaan Pelangi” from Felia & Medyasepti shows their process and result in their articles. “Studi Visual Information Flows: Infografis Mahasiswa Mata Kuliah Identitas Merek” from Mariati et al., and “Evaluation of Pengenalan Tipografi 2021/2022 Course’s Hybrid Learning Format” from Hananto are articles under the Design Education section. These two articles elaborates design education in classroom by discussing the learning process and result of the class.

With these five articles, we believe that IMATYPE can elaborate and share distinct topics and views regarding graphic design that will enrich readers. We would like to thank Universitas Ciputra, Universitas Multimedia Nusantara, and Universitas Tarumanegara for sending us their brilliant ideas and articles. We hope, going forward more articles may be published in IMATYPE.

Brian Alvin Hananto
Managing Editor
Universitas Pelita Harapan

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**Dokumentasi Pelaksanaan Kelas
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2021/2022**

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Universitas Pelita Harapan

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