

February 2024 | Vol. 3 | No. 1

imatype Journal of
Graphic Design Studies

ISSN 2828-4151 | E-ISSN 2828-3953

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Preface

IMATYPE: Journal of Graphic Design Studies proudly presents its third volume. Within this edition, we feature seven insightful articles across our distinct sections: Design Study, Design Project, and Design Education.

In the Design Study section, three articles explore the dynamics of different brands. Syahlani analyzes Obalihara, Valencia, and Suwanto investigate Lawana Batik Indonesia, while Aurelia & Zuki address visual identity challenges within Suwe Ora Jamu.

Our Design Project section showcases three engaging articles. The first introduces a guidebook designed by Chandra & Pinasthika for expectant parents. Following that, Suciadi and Pinasthika present an educational illustration book tailored for elementary students. Lastly, Rayhan introduces a visual strategy developed for the rebranding of Hanis Kitchen.

The sole article from Design Education presents a character design workshop tailored for high school students, courtesy of Hananto et al.

We extend our deepest gratitude to the authors from Universitas Multimedia Nusantara and Universitas Mercu Buana for their invaluable support in publishing with IMATYPE.

Let us continue to foster a dynamic discourse in design, empowering students to explore their passions and perpetuate their interest in design beyond graduation. Together, we can cultivate a future where creativity shines, innovation brightens, and the light of inspiration knows no bounds.

Cover Photo

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Lawana Batik Indonesia

Jessica Valencia, Kartika Magdalena Suwanto
Universitas Pelita Harapan

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