

2021

INTERNATIONAL CONFERENCE ON PRODUCT SEMANTICS

CERTIFICATE OF APPRECIATION

to

ASST. PROF. BAYU WIDIANTORO

SOEGIJAPRANATA CATHOLIC UNIVERSITY

for having been the

KEYNOTE SPEAKER

in

2021 INTERNATIONAL CONFERENCE ON PRODUCT SEMANTICS

Chi-Wen Lung, PhD.
General Chair

Peter Ardhianto, M.Sn
General Chair



Keynote Speakers



Prof. Yinghui Chen
Dean of International College,
Asia University - Taiwan



Assoc. Prof. Chi-Wen Lung
Dept. Creative Product Design
Asia University, Taiwan



Asst. Prof. Bayu Widiantoro
Head of Dept. Visual Communication Design
Soegijapranata Caholic University, Indonesia



Asst. Prof. Dicky Prastomo
Vice Dean of Faculty Architecture and Design
Soegijapranata Caholic University, Indonesia



Asst. Prof. Peter Ardhianto
Dept. Visual Communication Design
Soegijapranata Caholic University, Indonesia

2021

INTERNATIONAL CONFERENCE ON

PRODUCT SEMANTICS

January 12, 2021

01.00 PM (Taiwan Time)

ONLINE – Microsoft Teams

Presenters



Radita Oktaviani
Yogyakarta State University



Eva Aulla Ratih
Yogyakarta State University



Fikriatul Irdina A.
Yogyakarta State University



Vanesa Frisillia
Yogyakarta State University



Annas Tashia Widiastuti
Yogyakarta State University



Ega Kandela Putri
Yogyakarta State University

Product Semantics Strategy on Branding

Products Emotion and Metaphor

Product Semantics Innovation



Tiarani Widia S.
Yogyakarta State University



Nadia Binti Hasbullah
Yogyakarta State University



Nadhira Nurul Aulia
Yogyakarta State University



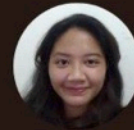
Fitri Nurjanah
Yogyakarta State University



Lu'lu'ul Nabillah
Yogyakarta State University



Intansari Nurrohmah
Yogyakarta State University



Hiskia Hilda Tabita P.
Jakarta State University

Creative Concept of Product Semantics

Product Semantics Communication

The Making Sense of Semantic Design



Make a GOOD DESIGN
with meaning for
its user

Bayu Widianoro

Januari 12th 2021

DESIGN

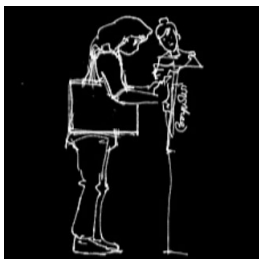
we need different
pedestrian designs
to solve different
target
requirements



DESIGN can not be judged RIGHT or
WRONG

but APROPRIATE or INAPROPROATE

DESIGN is a PROBLEM SOLVING,
an ANSWER of a PROBLEM that the
target needs



DESIGN



DESIGN is not only a VISUAL DISPLAY

But

DESIGN is a FINAL RESULT which the ANSWER to the ANALYSIS of a PROBLEM

a A GOOD DESIGN for a problem will definitely not be good for other irrelevant problems

Capturing a DESIGN

DESIGN can be captured using the senses of sight, hearing, smell, touch and taste

THE EYE is a sense that is fast enough to receive a stimulus

so

VISUAL CUES are given sufficient attention to be given stimuli in the delivery of a message



we need different gate forms for different targets



SEMANTIC



how someone will recognize a product from the packaging or logo attached to an item

Is an attempt made to read / accept the SIGNS in a product and then translated as a MEANING which is interpreted according to

- Experience
- Habit
- Culture

That is in a certain location

VISUAL element
in a DESIGN

COLOR
typography

COMPO
SITION

TEXTURE

It will be able to bring out
DIFFERENT MEANINGS

when combined in different
ways when seen by people
who have different
experiences or backgrounds

SEMANTIC in GRAPHIC DESIGN

- PEOPLE will read the sign of a graphic scratch and color of a LOGO
- Different scratch or different color means different message



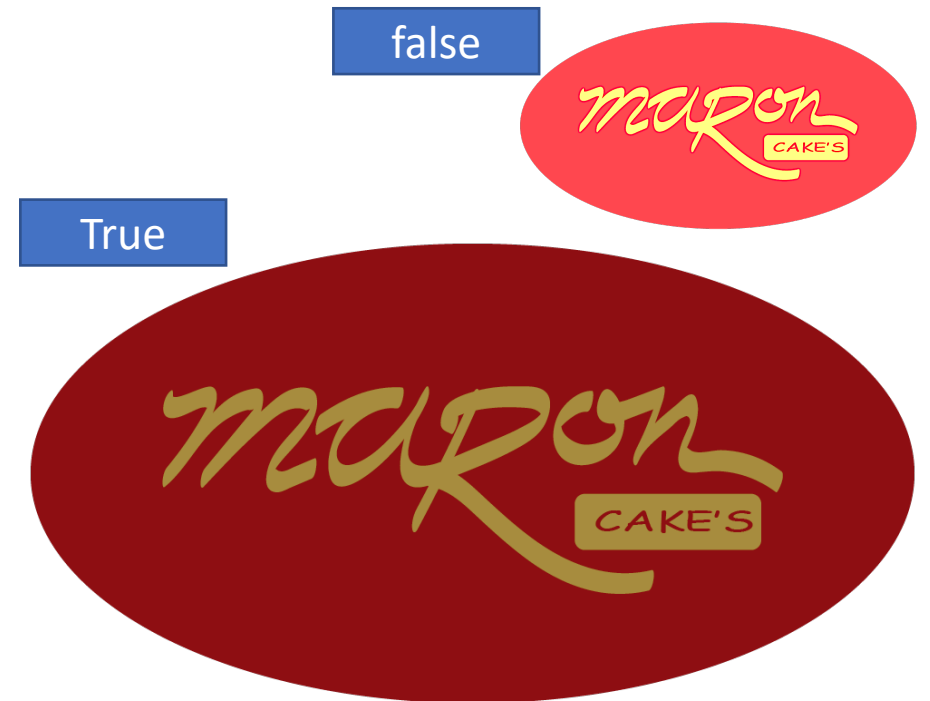
warm and friendly



NEW



simple but elegant



elegant and classy

SEMANTIC in a PRODUCT DESIGN

- Different FORMS will make someone have a different IMPRESSIONS in responding to a STIMULUS in the form of SHAPE and COLOR



attractive



elegant

SEMANTIC in INTERIOR DESIGN

- Different colors will create a different atmosphere for people who are in a ROOM



warm and seemingly active room



solid and organized (factory style)



So
in determining a SIGN in DESIGN,
a DESIGNER
really need to know
What message and meaning
which will be embedded in the
PRODUCT DESIGN
that will be generated

02:43:23



Leave ▾



Change scene ✎

Lihat semua gambar yang telah dikirim dan diterima.

