

THESIS REPORT

VISUAL GUIDELINE FOR MUSEUM EXHIBITION: UNDERSTANDING A BRIEF



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16.L1.0048

VISUAL COMMUNICATION DESIGN PROGRAM

ARCHITECTURE AND DESIGN FACULTY

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

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**TO ACCOMPLISH ONE OF THE
BACHELOR DEGREE REQUIREMENT**



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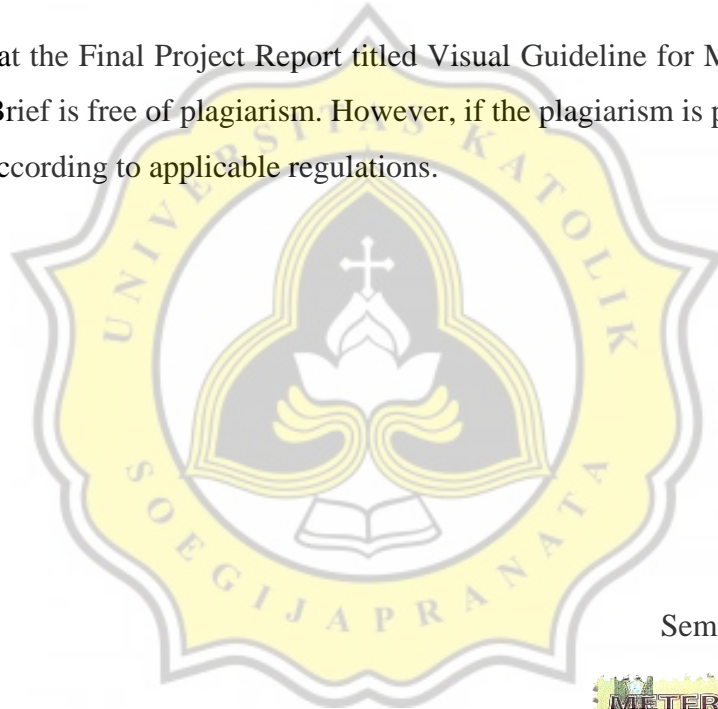
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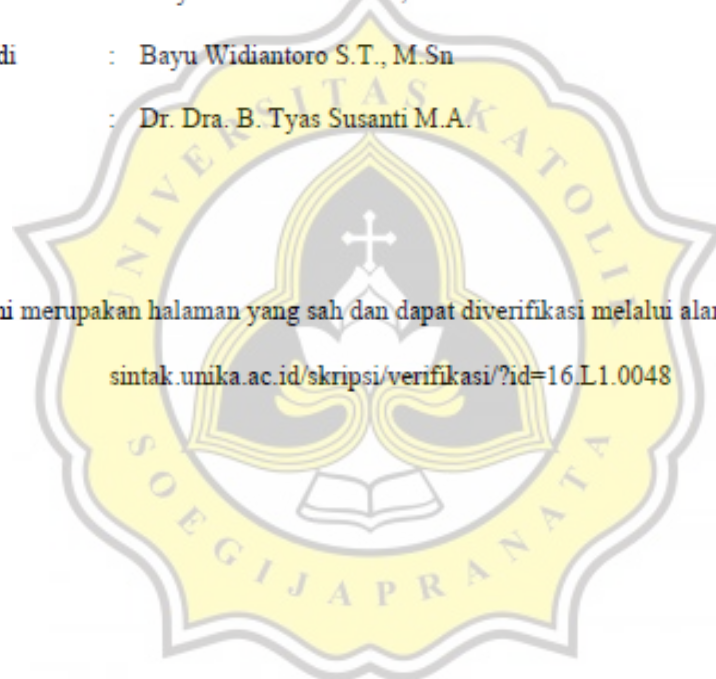


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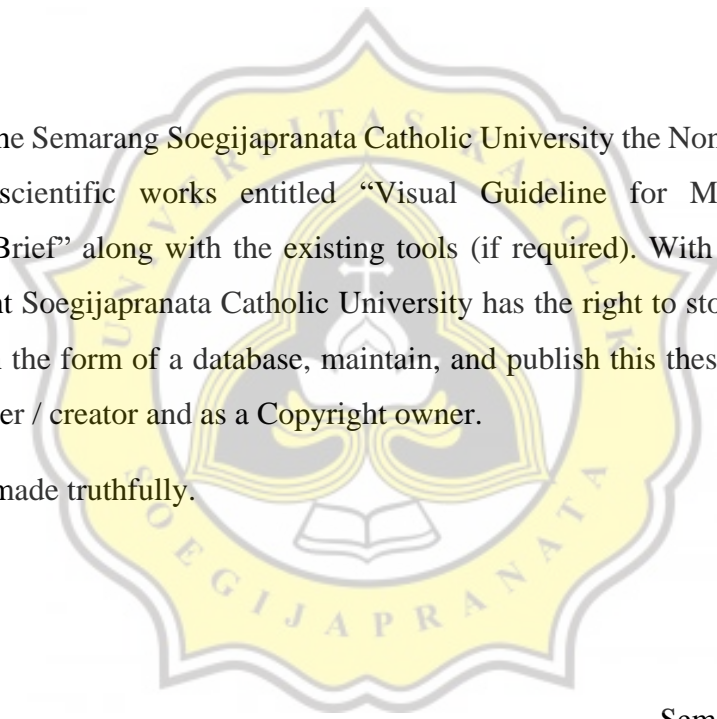
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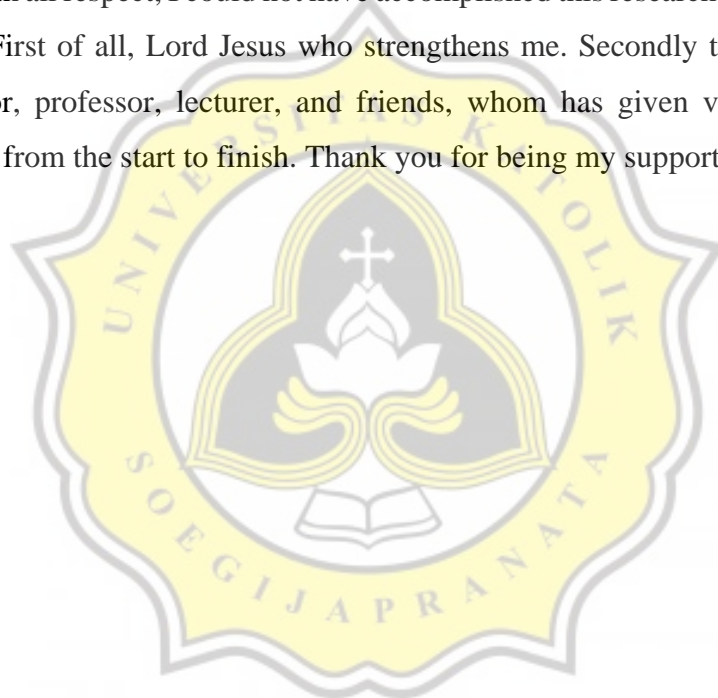
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Preface

The research begin when the writer observe the museum exhibition held in Semarang. As other sector starts to developed, museum are one of the sectors where mostly stay in the same level. How will government funded museum could be acknowledge by the public and the government?

The writer pour its passion and dedication to find out and plans a visual communication to help government funded museum in Semarang once again climb to another new level.

With all respect, I could not have accomplished this research without my support system. First of all, Lord Jesus who strengthens me. Secondly to all of my family, supervisor, professor, lecturer, and friends, whom has given valuable advice and guidance from the start to finish. Thank you for being my support system.



Semarang, 12 July 2020

A handwritten signature in black ink, appearing to read 'Soteria', written in a cursive style.

Soteria Adia Mahanaim

Abstract

Most museum in Semarang are facing problems which weakens the museum's quality and quantity resources. One of the examples are the lack of awareness and concern of the public toward museum exhibitions and weak museum management (Planning, Organizing, Actuating, Controlling, and evaluation). As a result, exhibition models in museum are taken for granted by the public and the government. Through the medium of designing a visual guideline book series for museum exhibition which focuses on culture, heritage and history will help museum that are funded by the government to refine their exhibition models as well as their resources management from the government by understanding from the beginning of a museum exhibition brief as the first series. This research applies qualitative and quantitative study based on observation, literature study and survey according to the field. Through this research, designing a visual guideline book will help the museum to build up their sections or departments starting from the exhibition models by engaging the public attention.

Key Term: Visual guideline, series, exhibition, museum, culture, heritage, history, brief.

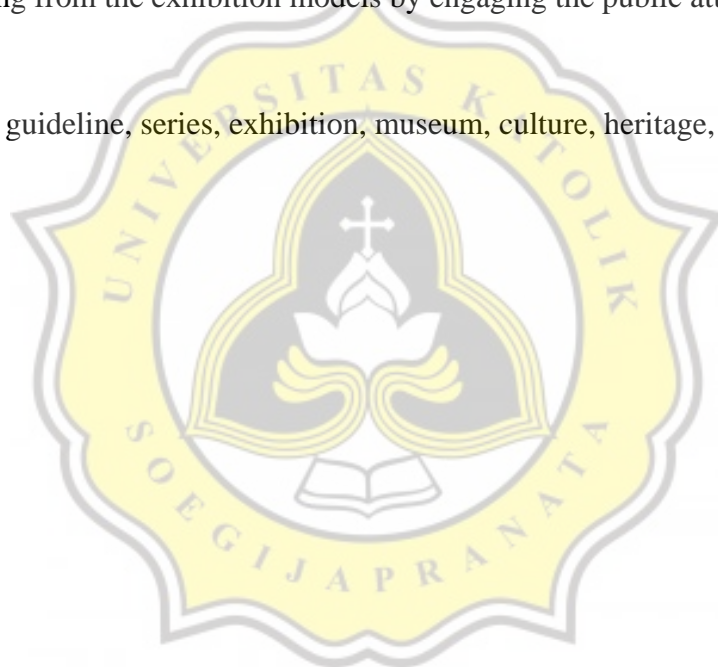


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