

Chapter III.

3.1 Data

Museum Exhibition Data Survey

A survey was conducted during 3 March till 6 March 2020 by handing out questionnaire about museum exhibition. From 21 respondent, the age percentage was 23.8% from 12-17 years old, a total of 52.4% from 18-25 years old and 23.8% from 25 - 45 years old. The gender percentage 57.1% of male and another 42.9% for female.

Their job were mainly divided into three kinds: student, college student and worker. The percentage was 23.8% of student, 28.6% of college student while the highest percentage belongs to worker with a total of 47.6%. A question about their purpose going to a museum was divided into three top answer. 14.3% went to photography while tour the museum by far got 23.8%. The highest percentage was 38.1% that went to curiosity. From 21 respondent questioning what they like, the highest percentage went to enjoy the time while learning with a total of 38.1%. Sightseeing got 33.3% and photography being the last in top three was 14.3%. Another question what comes to their mind were divided into four highest vote. 15 votes went to valuable knowledge. 8 votes went to new experience while boring and interesting got 7 votes.

Their expectation from a postmodern museum was a total of 9 vote for interesting and new experience. Another 8 votes for new approach to educate and giving information. While not boring to visit again and giving valuable knowledge got 7 votes.

The last question was why did they choose the two reason above was mostly they want to have new experience, receive education, knowledge and more interactive museum exhibition. At the same time, not boring and interesting. Another question what comes to their mind were divided into four highest vote. 15 votes went to valuable knowledge. 8 votes went to new experience while boring and interesting got 7 votes.

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exhibition. At the same time, not boring and not wasting their time or worthy to be visited or wasting their time or worthy to be visited.

Image and icon Data

A survey was conducted 15 March 2020 till 20 March 2020 by handing out questionnaire about image style that are going to be used in this visual design planning. From 16 respondent, a percentage of 90% from the the age 40 -60. A question was mentioned in the survey about what kind of image they like between game building, watercolor, photograph, flat design, pen illustration, outlined, and bright color illustration. The top three image style went to flat design with a total od 9 vote, 8 vote went to Pen illustration and 7 vote went to photogrpah. Another question was asked regarding the first question which was why do they choose the three illsutration. From the survey, they answered because they said it was unique, simple, lively, attracting, and eyecathcing.

Another question was placed in the questionnare asking about what kind of icon they prefer most. The icons was shown in two differen style, mainly in one simplified shape color and few color to form the shape made from warm analogous color. From 16 respondent, 14 answered that they preferred the few color icons. Their reasoning was its much more understanable and clear to be seen. This data will be used as the image style in the design.

R.A Diah Resita I. Kunjoro-Jakti, S.Sn, M.Sn Private Interview

An interview was done with Resita, one of the lecturer in Binus University who taught Eastern art analysis and Western art analysis. She had an experience where she had done a museum redesign on the placement in Jakarta, National Awakening Museum (*Musuem Kebangkitan Nasional*). A touch modern design was layout by her college student finely. Here she stated that museums in Indonesia has no idea how design could be great help in museum management system (Planning, Organizing, Actuating, Controlling, and evaluation), if they just implement visual communication design more, it would be a turning point for the museums.

3.2 Target Audience Analysis

Primary Target

Geographic : Most of the museum were about culture, heritage and history. Some of the museum were in the downtown area and a few on the outskirts.

Demographic

Age : 40 - 60
Gender : Male and female
Education : Graduate – Master Degree
Job : Preservation and Researcher section
Exposition and Service section

The age chosen was based on a research which show that the people working in this field is between 40 – 60 years old. The gender was obtained from the data where it mentioned both men and women work in this field. While their education record was written that the target graduated from Bachelor and Master Degree in education or history study. The job written above is related to the visual guideline for museum exhibition topic. Therefore, targeting this section along with their age, gender and education will help the museum funded by government to improve and develop their intelligence.

The people that are responsible in the exhibition section were graduated from historical and education faculty. Therefore by designing a visual guideline book for a museum exhibition will help the section in charge to provide a worthy exhibition model for the museum to appeal the public.

Psychographic

Lifestyle : Working on assigned place by the government.
Behaviour : Making scientific paper from object in the museums.
Trend : People who work as the museum exhibition planner is not fully related in the field. They are likely graduated from history and education faculty.

Secondary Target

Geography : Most of the museum were about culture, heritage and history. Some of the museum were in the downtown area and a few on the outskirts.

Demography

Age : 12 - 30
Gender : Male and female
Education : Junior high school – Graduate
Job : Student and worker

Psychology

Lifestyle : Likes to hangout in café and shopping centre while learning. Dislike museums because they said it is boring and uninteresting.
Behaviour : Likes sightseeing and learning new thing in a new approach.
Trend : Leaving the things that are boring and uninteresting. They tend to look for something new that catches their attention and giving valuable knowledge at the same time.

3.3 Problem Analysis Needs and Issue

Based on the data and target audience, the analysis obtained was museum in Semarang need to develop their way of approach (objects that displayed in the museum) to attract the target. They lack of understanding how to make a proper museum exhibition. It is proven by the condition of museum in Semarang City especially that related to culture, heritage and history. This leads to a low interest and the curiosity of the target audience. They usually thought that museum is a boring place to go.

3.4 Insight

From the data obtained, it is concluded that people wanted to visit the museum only if it is interesting, interactive and not boring.

Therefore a design that involves visual guideline for museum exhibition will help museum to develop their approach toward the objects and target audience to meet their expectation. The visual guideline for museum exhibition series will start from the planning phase which is understanding a proper museum exhibition brief.

3.5 Creative Communication Strategy

Initial concept

The grand design is to create a visual guideline series to help funded museum by government to develop their approach on how to make a proper museum exhibition in order to attract the audience by understanding from the beginning which is the planning phase. Why use a visual guideline? The target here didn't have any clue about how to manage the museum management (planning, organizing, actuating, controlling, and evaluation) this includes the visuals in a museum which literally has one of the most influence to museum audience toward the museum visuals. Furthermore, the sections who were responsible in the museum (preservation, research, exposition and service) doesn't understand how design could affect everything in a museum exhibition. Thus, it could be assist by the visual guideline. The series will introduce the postmodern museum where it uses more complex understanding of culture, communication and learning to support a new approach to museum audience.

As mentioned above, these problem first existed was caused by the poor museum exhibition which leads to low awareness and concern from the public as well as the lack of attention from the government because they didn't see that they would gain any profit from the museum. This finally leads to the rest of the problem such as lack of museum education, quality and quantity of human resources, management system, facilities and the infrastructure.

By designing a visual guideline for museum exhibition series, it could help the museum to refine their museum management starting from the exhibition brief to attract more awareness from the public followed by the government. As a result this would change the government perspective about how the museum could develop and boost other factor to help the museum.

Creative Brief

1. Competitors

Visual guideline that discusses about museum exhibition in Indonesian Language is rare.

2. Verbal Concept

The title of the book will be Visual Guideline for Museum Exhibition: Understanding a proper brief. The content of the book will discuss about analysing the brief, space, audience, story, message, storyline, brainstorming, concept, scaling, prototyping, and providing information about the artwork or object. The subject that was brought up is essential and necessary to understand a proper museum exhibition brief. Therefore by discussing the subject above will help the reader to understand more and implement the approach on their design about the topic introduced.

The tone and manner will include informative, educating, modern, and new approach. The goal of this tone and manner is to meet the needs of the user who have to learn in a new approach in order to create something new.

The language used in this book is English language and Indonesian Language. The English language is needed to meet the international grade where museum should at least know what it is meant in the English version. While the Indonesian Language is to help them understand in their own language; as the mother language.

3. Visual Concept

The tone and manner of this concept are informative, educating, modern, formal, and new approach. This will be the basic concept for the visuals.

The main colour will use a range of warm analogous colour to differ the topic and image that will be shown in the book. It will lead the readers to focuses on the topic and stressing on the important things.

The main shape will involve rectangles, circle, square and triangle because art vary in all of the shapes. As for the image that are going to be used are photographs (of a certain place and object) and a few type of illustration: pen illustration, digital freehand, and concept illustration based from vector.

These kind of images will be used to show the process of creating in the book and to describe things.

3.1. Moodboard

A range of warm analogous, split complimentary colour and a combination of photographs and illustration according to the style.

- Pencil or Pen illustration
- Freehand digital illustration
- Vector based graphic

3.2. Colour Psychology

- Warm Analogous Colour
- Realistic Colour

The intention of using warm colour is to get the attention to focus the visual guideline and differ the topic and the illustration in order to create a reading flow.

3.3. Font

The San Serif font will be used in this visual guideline to show the modern and clean design.

3.4. Image

Photography:

Involving photographs of a certain object or place to allow readers to understand visually and verbally.

Illustration:

Combination of pen, pencil, digital freehand and concept illustration. This combination is need in order to show the process from the beginning till the end in clear steps.

3.5. Layout

The layout will be based on three element which is typography hierarchy, overlapping and clean design which includes white space. This element will help the reading layout and visual for the targets. In addition, involving the elements in the layout is to aim the modern character.

3.6. Dimension

- 18.5 Cm x 23 Cm

3.7. Tone and manner

- Informative
- Educating
- Modern
- Formal
- New approach

The chosen tone and manner is based from the data obtained. Informative and educating is to help the target learn new things. Modern is for the visual in order to keep up with the trend and teach the target that museum doesn't always has to look old. The postmodern museum is to introduce that museum nowadays could have develop far more than people use to know in Semarang.

3.6 Media Strategy

A print book is an interesting way to learn new thing. It is compact and it got everything a person need to find about a certain topic. Even though in this generation e-book exist, print book is still the healthy option to read considering the age of the target. Therefore a print book is a great option to be used in this project.

The cover of the book will be hardcover in order to protect the pages and weighed down the pages when the reader opens the book; it won't easily flip the pages back. The type of paper used for the book is a CTS paper to maintain the quality and durability of the paper.

The size of the book will be 18.5 Cm x 23 Cm. Using this size, the reader will have a more comfortable grip while reading the book.

3.7 Budgeting and Operational Cost

No	Expenditure	Details	Sub-Total
1	Research	@Rp. 275,000,00 x 29 Days	Rp.7.975.000,00
2	Observation	@Rp. 200,000,00 x 29 Days	Rp.5.800.000,00
3	Cover Design	@Rp. 2.175.000,00 x 2 cover	Rp.4.350.000,00
4	Layout	@Rp. 50.000,00 x 150 page	Rp.7.500.000,00
5	Illustration, Technical Drawing, Photos.	@ Rp. 50.000 x 165 image	Rp.8.250.000,00
6	ISBN	@Rp.1.812.500,00 x 1 book	Rp.1.812.500,00
7	Design Service Fee	@Rp.2.750.000,00 x 5 months	Rp.13.750.000,00
Total			Rp.63.187.500,00

The budgeting and operational cost will be from the Minister of Tourism and Minister of Education and Culture's budget with a total of 900 billion and 40 trillion which only 1, 6 trillion (from the Minister of Education and Culture) is going to be used for revitalization program in their facilities and infrastructure, events and promotion.

3.8 Timeline

Duration: March – June 2020

Month	March	April	May	June
Objective	Research	Cover Design	Illustration, Technical Drawing, Photos.	Publishing
	Observation	Layout		

The assignment was given at the beginning of March which was begun with the research and observation process. Gathering the data and information related to the topic was complicated, in order to obtain the precise data takes time around a month. This goes to the other objectives above where it involve some phase such as empathize, define, ideate, prototype, testing and implement.

