

## Chapter IV.

### 1.1. Creative Strategy

#### 1.1.1. 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, 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, formal, 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.

The study case will be taken from three well known museum in Semarang namely *Ranggawarsita* (natural history museum type), *Mandala Bhakti* (military and history museum type) and Ambarwa Railway Museum (history museum type) that is related in culture, history and heritage. The museum was chosen since the three museum has resemblance of collecting historical objects and closely related to Semarang city.

The content will be divided into two main section. The first section which is the first till third chapter will explain briefly about the meaning of culture, heritage and history along with the associated museum in the topic. Whereas the fourth till eleventh chapter will explain about the brief, space, audience, story, message, storyline, brainstorming, concept, scaling, prototyping, and providing artwork information. However to keep it simple, every content starting from the brief till artwork information chapter will take

one case study from one of the museum and providing an alternative based on the museum case.

### 1.1.2. 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 focus on the topic and stressing on the important things. Whilst the illustration colour will be based on the real object to show the object as it is in order not to confuse the target.

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

The layout in the book will uses a hierarchy in the typography to help readers finds the data and navigate easily through the books. The heirarchy application will applied on the chapter borders and every beginning of a section in the chapter differ by colour too. This will be supported by the clean design to reduce any distraction in the book and giving the formal tone. Another element such as the overlapping will be used in the layout between the photographs or illustration and the text in the book to show the modern tone. The context of doing so, is to aim the reader trail following from the text unto the graphic.

The element design in the book will be filled by icons representing each chapter starting from the brief chapter till the artwork information chapter in warm analogous color. It is done to easily find the icon and understand what is mentioned in the book. Along with chapter borders will be coloured in wam analogous color to know the broders of each chapters. In the chapter borders, a texture is applied in three different type according to the three main colour (yellow, orange and red).

The book lastly will be hardcoverd to maintain the book's quality when in use since the pages will be made from HVS 100gr type which could easily

damaged if it is not covered well. The hardcover will help the reader as weight to keep the book open while studying the book.

### 1.1.3. Concept

**Book series Title** : **Visual Guideline for Museum Exhibition.**

**First Series** : Visual Guideline for Museum Exhibition:  
Understanding a Proper Brief.

#### **Cover and back cover Concept**

The cover and back cover will be from vector based illustration that involves a range of warm analogous colour and a variety of realistic colour to show some detail of the cover as it is in the real life. The illustration used in the cover will be from the illustration that is shown in each beginning of the chapter. The front cover will use the illustration from chapter 1 to chapter 8. Whereas the chapter A to chapter C illustration will be at the back cover.

The title will be in English language and Indonesia on the next page. The use of the title in English is done so that the catchy title could be remembered easily. Whereas the typography will use a combination of sans serif font type. The back cover will mention the blurb (selling point of the book) of the visual guideline and introducing the first series.

#### **Museum type**

The museum type mainly belongs to the history museum; the resemblance of this three museum is collecting old artefact that contributed to the history. However to categorize the three museum, it will be natural history museum (*Ranggawarsita* Museum), history museum (*Ambarawa* Railway Museum) and military and war museum (*Mandala Bhakti* Museum). These type of museum are closely related in Semarang that talks about history.

The reason why these type of museum are chosen was because the museum fits in the criteria of this research where museum lacks of museum management system (planning, organizing, actuating, controlling and evaluation).

### **Usage of museum study case**

To simplify the chapter and hinder the confusion, the chapters starting from the brief till artwork information chapter will use one museum as a study case in one chapter which is shown in the alternatives.

### **Content**

- **Culture:**  
Explaining briefly about culture meaning and introducing *Ranggawarsita* Museum to the readers.
- **Heritage :**  
Explaining shortly about heritage meaning and introducing *Ambarwa* Railway Museum to the readers.
- **History:**  
Explaining about history and introducing *Mandala Bhakti* Museum to the readers.
- **Brief :**  
Explaining about what is a brief and providing alternatives according the museum case study.
- **Space:**  
Explaining about the space in museum exhibition and how does it affects the exhibition along with the alternatives.
- **Audience:**  
Explaining about the audience, who are they, what are the influence and things to be take note of related to the audience.
- **Story:**  
Explaining about how story could help in the museum exhibition, it will discuss how story can affect a person perception.

- **Message:**  
Explaining how important is a message that needs to be applied in the museum exhibition which is crucial element.
- **Brainstorming and Concept**  
Explaining the meaning of brainstorming and concept, how does it help to understand a better brief and how to brainstorm and concept.
- **Scaling and prototype:**  
Explaining how to scale and the how prototype actually is important before initiating the next process.
- **Artwork information**  
Explaining type of artwork information label and placement type regarding the artwork or the 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.

### **Language**

The language used in this book is Indonesian Language and English language which are divided into two books merge into one. The front part will start with Indonesia and then English Language section. It will be differ by a cover page inside the book mentioning that it's the English section. The usage of two different language is to help target learns the language in the international language since museums now are starting to use two different language to assist their museum audience when visiting; Indonesia (mother language) and English Language (International language). The two language had already been applied in Ambarawa Railway Museum website and *Sangiran* Ancient Man Museum.

### **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. The realistic colour will be used to illustrate the graphic according in the real life situation to show how it is.

## **Font**

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

### **Font:**

- Tw Cent MT
- Tw Cent MT Italic
- Tw Cent MT Bold
- Tw Cent MT Condensed Bold
- Tw Cent MT Condensed Extra Bold

## **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.

The image in the cover of each chapter's border will be an illustration of the actual things. It could be in a reformed illustration or just like the real object or situation according to the chapter topic. The first three chapter (culture, heritage and history) will be given an illustration gotten from the theme itself. The rest of the chapter's border illustration could be taken from other places of museum in the same class or situation where it accomplished the planning phase (museum management system).

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

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

## **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.

### **Clean Design:**

The clean design layout is to reduce any distraction within the book so that the target can navigate easily and focus on the content.

### **Overlapping:**

The overlapping layout between text paragraphs on the graphic (photograph or illustration) in the content is used to make a reading trail. The trail will start from the text paragraphs unto the graphic or the other way round. This touch will add a modern character into the book design.

### **Typography hierarchy:**

The typography hierarchy will be used in text in the book; the titles, text paragraph or text explanation. The hierarchy will be differ according to the colour, size and font type. This application will help the target to find which content they want to read easily.

## **Element Design**

The element design in the book will be created from texture placed on the border of every chapter to give the modern vibe.

### **Icon**

The icon in the book will represent every chapter in the book to help target to know what is the content of the chapter is about. The icon will be coloured in warm analogous colour in vector based so it could be

distinguish easily by the target. This was based from the questionnaire result where the target chose the second icon which was the warm analogous icon formed by shapes.

### **Dimension**

- 18.5 Cm x 23 Cm

The book dimension is chosen considering the size of the target hand size to use the book comfortably.

### **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.

### **Supporting Media**

The supporting media was chosen based on the idea what can supports the main media usage when received by the target audience.

- **Notebook:**

The notebook supporting media will help the targets to take notes of what he or she learns from the book or other related in writing forms.



- **Flashdisk:**

The flashdisk supporting media will help the targets to save and bring files related to the museum exhibition or documents in their field.

- **Bookmark:**

The bookmark supporting media will help the targets to mark down their last reading section in the book which could ease them in looking for the last page read.

- **Artwork Information Label Example:**

The artwork information label example will act as the representation of the artwork information label in real form from the book in the 8<sup>th</sup> chapter.

## **Design Evaluation**

The design evaluation is divided into two section which are the design's potential and weakness. The potential of the design is helping museum management through their exhibition in a particular theme of culture, heritage and history starting from the planning phase. This could be a breakthrough for museum around Indonesia starting from Semarang; granted that the idea from the visual guideline book are implemented throughout the exhibition in the museums. Engaging the target will educate them about the essentials of a museum exhibition which they didn't thought how important it is. As for future planning, this visual guideline book could be a series of visual guideline for museum exhibition bases on the themes of the discussion or museum types. On the other hand, this design could be expanded into an online book to help people around this field.

The weakness of the visual guideline design is that it need more time to achieve a detailed design and research. Furthermore the design couldn't help people with low interest of reading.