ABSTRACT

Book design for insight of Work and Travel Program is my Final Thesis in my Bachelor with a main purpose of spreading my understanding and a variety of the information for guiding young readers. I would love to share my valuable experiences to others through my art style, which is not only giving knowledge, but also gives positive feelings to the audience as well but there are some details, I need to learn more.

Thesis I is to collect the information that I researched and wrote the story to manage a direction of books. So, Thesis I is more about gathering information and insight of our target to do my best for my artwork. I found several interesting details I had never known before that surprised me significantly and it is extremely useful for the next process. Thesis II is to create three concept ideas to design artwork. I tried to think a lot about the concept for letting people know the meaning in this book. My concept is Buddy Journal, Happy loner and Let’s rock. After getting the final concept, the research increased more about design and I set a grid system to make the audience enjoy the book. Moreover, I used Illustration to make a patch and real picture from me and five participants. So, I learnt to study a style that I will never do before improving my learning curve dramatically. Learning about a grid system as well. Before I passed, I had to suspend, as there are some points that I needed to develop. To begin with, direction of Art style with ‘Rock’ concept needs to be fixed. Second, the grid system was too complicated to read. From their suggestion, using patch in this design would be a better idea in this concept creating more positive feels and more fun to look at. Additionally, the character in this concept needs to be older with matched tone of ‘Rock’ concept.