

## ABSTRACT

Art Thesis project is the challenging work to all of us wishing to graduate, a space for us to bring out knowledge to use in reality, leading with our interest, for me that is packaging design.

The brand "*Master jewelry*" is a jewelry brand based on the real natural color. Each stone is the masterpiece of great creativity with the idea of selling product that is value to money. This direction matches my idea of creating the corporate identity to the brand that has quality of the product in hand but lack of design aspect to add more value to the product. As the brand's target is so wided, I have to keep the design looking attractive to most audience.

Problem occurred during the project is mostly about keeping the design on the track, I had to study and do the research to support my concepts. At the first step of my project I've found that the fairy tale theme is quite interesting and also the Art Deco style will be the best to represent the characteristic of the product. The problems is it not interesting, surprising and charming enough for the Art Thesist project.

I start it over, this time I keep the main idea of the shape of jewelry. Geometric form was represent the cutting technique, I choose the butterfly to represent the feminine style, I started from this point and keeps do the research in depth. Colors on the new logo was use to represent the various colors of the gemstones. The repetition technique was use to communicate the felling of jewelry design.

Therefore, I had design to do an illustration on the education card to bring the exclusive feeling to the brand.

