DESIGNING VISUAL BOOK OF EVENT JEMBER FASHION CARNAVAL
2007 – 2009 WITH MODERN ORIGIN CONCEPT

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ABSTRACT

Jember Fashion Carnival (JFC) first appeared in year 2000 thanks to the ideas and creativity Dynand Fariz as a fashion designer. This event until the year 2009 was held to - 9 time. From year to year event JFC has increased the number of participants and visitors. The development of this event JFC appeal a sought-after and anticipated by both fans of fashion lovers, culture, local and foreign tourists, general public and even near Jember, too enthusiastic about this annual event.

Media documentation and progress notes that there JFC event that for this form of website, magazine, and video documentation merchadise not well organized, so that can not satisfy the desire of the audience. Then depart from this came the idea to create media capable of facilitating the desire of the fans and consumers who wish to obtain coverage information specifically about design JFC costume and make-up of the participants through a visual book event JFC.

Visual book to be presented is a book with a modern concept to visualize the concept Origin. Penulis with photographic techniques who appointed cultural originality of the Event JFC and packed with modern visual style in accordance with the characteristics of the target audience.

With the design and expected to provide information to the general public about the event JFC, especially against the creativity of the participants in the design and makeup buasana the carnaval attraction. JFC visual book is expected to facilitate their curiosity, so as to make it as refrensi and for the collection.