DESIGNING AN ENVIRONMENTAL GRAPHIC DESIGN OF SURABAYA ZOO WITH UNIQUELY PLAYFUL CONCEPT

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ABSTRACT

Surabaya Zoo is one of the oldest zoos in Indonesia which has an area of 15 hectares and has 331 different species of wildlife. Based on this research, the Surabaya Zoo has a problem in it. Starting from the new positioning changes, do not have a graphics system integrated environment, as well as the loss of loyalty to Zoo visitors. So it takes a new look Surabaya Zoo through environmental graphic design.

Surabaya Zoo has many animals that can inform visitors. Therefore we need a system to deliver such communication is a environmental graphic design. Environmental graphic design at KBS includes many places the point for the development of this environment. On this design, researchers found a concept derived from the analysis of stakeholders, visitors, and through existing and competitor studies. Emerging concept of "Uniquely Playful" the atmosphere changes into a unique and fun to be able to return the loyalty of visitors to the KBS.

Keyword:

Environmental Graphic Design, Surabaya Zoo, Uniquely Playful.