Creating Environmental Graphic Design Surabaya as Creative City

ABSTRACT

Surabaya is one of the big cities in Indonesia with various aspects of sector industries. Based on mapping result of 31 region, Surabaya has about 460 industry, which include in creative industry. It is necessary to create City Branding because Surabaya has no strong positioning in public mind yet. In the process of Surabaya’s city branding, needs an integrated communication media, to communicate the concept of that city branding. One of that media is by creating Environmental graphic design.

Surabaya city has quite large area, with many creative industry subsectors spreads in many region, and the distance of each object is quite far. It is necessary to create some system to communicate this creative industry subsectors. A lot of locations were considered to applicating Environmental Graphic Design in the city Branding.

First thing to do is by creating location mapping analysis, to determine the most urgent location for branding application. The concept is applicating visual graphic system from visual identity of Surabaya’s city branding. The Research Methods were using case study approximation which is distinguished as literate study, existing study, and study of needs. With that methods, derived potential places, which is suitable, for Environmental Graphic Design implementation effectively.

Keywords: creative industry, urgent location, study of needs.