CONTENS

LEMBAR PERNYATAAN ORISINALITAS	i
ACKNOWLEDGEMENTS	ii
ABSTRAK	iii
ABSTRACT	iv
CONTENS	V
LIST OF FIGURES	vii
LIST OF TABLES AND DIAGRAMS	viii
CHAPTER I INTRODUCTION	1
I.1 Background	1
I.2 Problem Identification	2
I.3 Formulation of the Problem	3
I.4 Scope of Problem	3
I.5 Objectives and Benefits of Design	3
CHAPTER II WOMAN LIFE IN AFGHANISTAN	4
II.1 About Afghanistan	4
II.2 The History of Political Period in Afghanistan	5
II.2.1 Political in the Taliban Era	8
II.2.2 political after the Talban Era	8
II.3 The Afghanistan Women Life in Political Period in Afghanistan	9
II.3.1 The Women Life in The Taliban Era	9
II.3.2 The Women Life After the Taliban Era	9
II.4 The Problem	10
II.5 Questionnaire	11
II.6 Analysis	13
II.7 Documentary Schedule	13

CHAPTER 3 DESIGN STRATEGY AND DESIGN CONCEPT	14
III.1 Target Audience	14
III.1.1 Target Audience Demography	14
III.1.2 Target Audience Psychographs	14
III.1.3 Target Audience Geography	14
III.2 Consumer Insight of Target Audience	15
III.3 Design Strategy	15
III.4 Communication Purpose	15
III.5 Communication Approach	15
III.6 Message Content	16
III.7 Language Style	16
III.8 Creative Strategy	16
III.8.1 AISAS	17
III.8.2 Copywriting	18
III.8.3 Storyline	18
III.8.4 Storyboard	19
III.9 Media Strategy	22
III.10 Distribution Strategy	23
III.11 Visual Concept	25
III.11.1 Design Format	25
III.11.2 Layout	25
III.11.3 Typography	27
III.11.4 Color	
CHAPTER IV MEDIA AND PRODUCTION TECHNIQUE	29
IV.1. Main Media	29
IV.1.1 Technic of Production	32
IV.1.2 Per Production	32
IV.1.3 Production	32
IV.2 Spurting Media	33
REFERENCE	39

LIST OF FIGURES

Figure 2.1 Question 1	11
Figure 2.2 Question 2	12
Figure 2.3 Question 3	.12
Figure 2.4 Question 4	13
Figure 3.1 Poster series 1, Afghanistan After Darkness	26
Figure 3.2 Poster series 2, Afghanistan After Darkness	26
Figure 3.3 Poster series 3, Afghanistan After Darkness	26
Figure 3.4 Bernard Mt Condensed Type	27
Figure 3.5 Colors Palete of Poster series 1	27
Figure 3.6 Colors Palete of Poster series 2	28
Figure 3.7 Colors Palete of Poster series 3	28
Figure 4.1 Clothes as Supporting Media	29
Figure 4.2 Pin as Supporting Media	30
Figure 4.3 Mug as Supporting Media	30
Figure 4.4 Note Book as Supporting Media	31
Figure 4.5 Standing Banner as Supporting Media	31
Figure 4.6 CD as Supporting Media	32
Figure 4.7 Yoyo ID Card as Supporting Media	33
Figure 4.8 Key Chain as Supporting Media	34
Figure 4.9 Hat as Supporting Media	34
Figure 4.10 Hat as Supporting Media	35
Figure 4.11 Hat as Supporting Media	36
Figure 4.12 Hat as Supporting Media	36
Figure 4.13 Hat as Supporting Media	37
Figure 4.14 Hat as Supporting Media	38
Figure 4.15 Hat as Supporting Media	38

LIST OF TABLES AND PIE CHART

Table 2.1 Comparison Before Peace and After Peace in Afghanistan	5
Table 2.2 Afghanistan Years History In 20st Century and 21st Century	5
Table 2.3 Afghanistan Years History in 21st Century	6
Table 3.1 Storyline Video 1	19
Table 3.2 Storyboard Video 1	19