

## CHAPTER IV. MEDIA AND PRODUCTION TECHNIQUE

### IV.1 Main Media

The main media chosen are posters and video, because it can be good for delivering and describing messages in a complete and easy-to-understand manner. Choosing poster and video media to provide knowledge about Afghanistan After Darkness, this media poster and video provides specific information. the poster and video technique used uses real pictures, which aim to give an interesting impression.

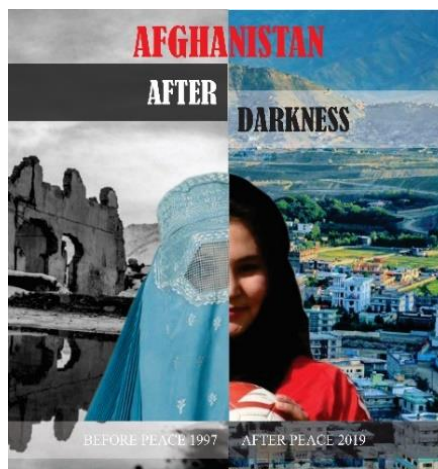


Figure 4.1 Poster series

Source : private (2019)

This poster is the first poster of Afghanistan after darkness Wall to attract attention and gave information about woman lifestyle, the colors and font show past and new days for woman's.

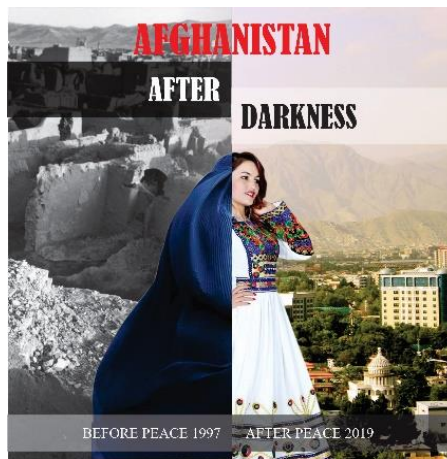


Figure 4.2 Poster series 2

Source: private (2019)

This poster is the first poster of Afghanistan after darkness Wall to attract attention and gave information about woman lifestyle, happens, the color black show darkness and red show violence for women's.

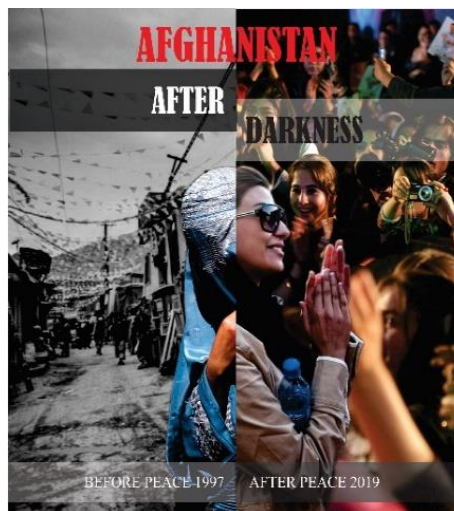


Figure 4.3 Poster series 3

Source : private (2019)

This poster is the first poster of Afghanistan after darkness Wall to attract attention and gave information about woman and there activates in new days and woman past in Afghanistan.

The software used for making this poster is Adobe Illustrator CS6, Photoshop CS6, and CorelDraw X7, and video software used Adobe premiere. All of this software is used to make posters in such a way as to produce posters with attractive design and have special contents.

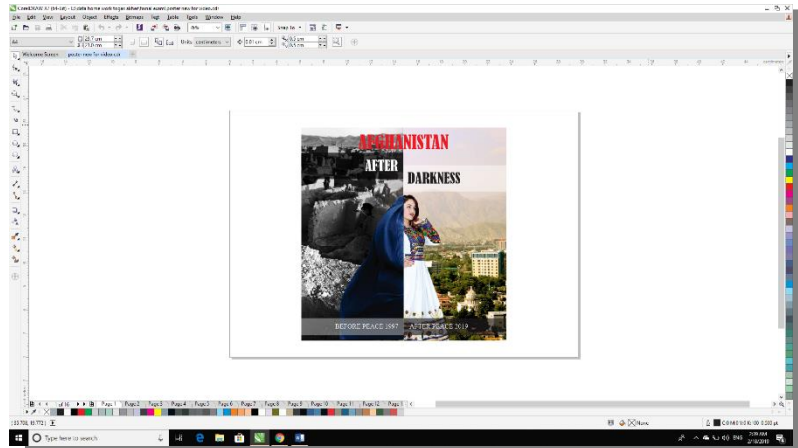


Figure 4.4 CorelDraw X7

Source: private (2019)

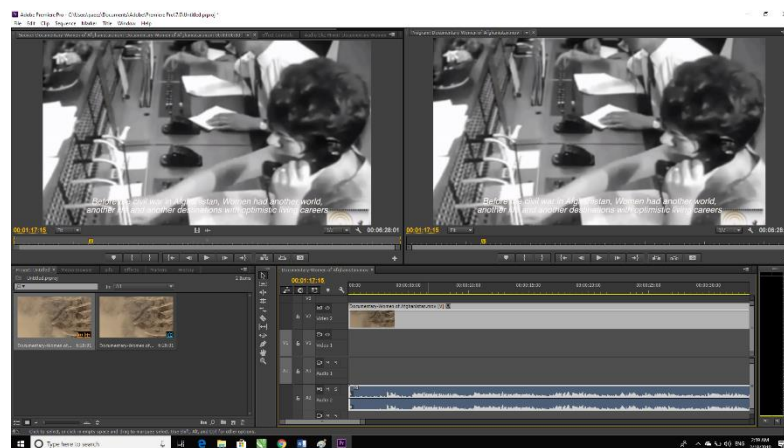


Figure 4.5 Adobe premiere

Source: private (2019)

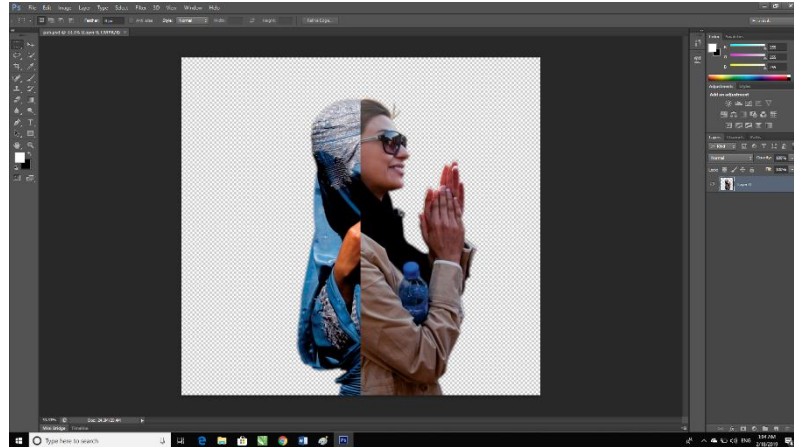


Figure 4.6 Adobe premiere

Source: private (2019)

#### **IV.1.1 Technic of Production**

Production technic there are several stages including, namely, the production stage and the pre-production stage.

#### **IV.1.2 Pre Production**

The pre-production stage is the initial stage to prepare the concept for poster and video the “Afghanistan After Darkness”. The overall concept of Posters and video “Afghanistan After Darkness” is made in such a way, the purpose of course is for the public to be able to be interested and understand when viewing the media. Sketch layout, choose realistic picture to show message for audience.

#### **IV.1.3 Production**

After conducting the pre-production stage, the next stage of production is then carried out choose many picture from google, on gallery, and after that open the program CorelDraw x7 and design the idea that in my mind and paper than made it visual design and some cases use Adobe Photoshop & Adobe Illustrator CS6, and adobe premiere for video until got day the main message.

#### **IV.2 Supporting Media**

Supporting media is made based on the Consumer Journey in the community of 18-30 years, as well as items that can be used in daily target activities.

- **Clothes**

Size : All Size

Material : Cotton combed 30s

Technical Production: Dap and Screen Printing (GL)

Clothes are used as one of the supporting media that is shared with the public as a form of gratitude and also want to share their experiences about Afghanistan after darkness to social media and people.



Figure 4.7 Clothes as Supporting Media  
Source: Private (2018)

- **Pin**

Size : 2,5 cm x 2,5 cm

Material : *Gravelly & Acrylic*

Technical Production : *Laser Print & Laser Cut*

Pin are used as promotional media indirectly distributed to target audiences for free, medium sizes are used so that the shapes and writings are clearly legible and are very suitable for use in jackets.



Figure 4.8 Pin as Supporting Media  
Source: Private (2018)

- **Mug**  
Size : medium  
Material : glass  
Technical Production : laser print

This glass has use for free and information about Afghanistan after darkness, its good durability and besides that easy to remind people about shearing learning about Afghanistan.



Figure 4.9 Mug as Supporting Media  
Source: Private (2018)

- **Note Book**  
size : A5  
Material : Paper HVS 80gram & Art paper 180gr & Plastic

Technical Production : Print *Offset & Laser Print*

This note book has the use for free to give information about Afghanistan after darkness, its good durability and besides that easy to remind people about shearing learning about Afghanistan.



Figure 4.10 Note Book as Supporting Media  
Source: Private (2018)

- **Standing Banner**

Material : Flax  
 size : 160 cm x 60 cm  
 Technical Production : Print Laser



Figure 4.11 Standing Banner as Supporting Media  
 Source: Private (2018)

The standing banner design is made as a manufacturer and also Afghanistan after darkness name to attract and be a reminder in conference, events, etc.

- **CD & CD Cover**

Material : vinyl  
 size : 12 cm x 12 cm (cover CD)  
           11,5 cm x 11,5 cm (cd)  
 Technical Production : Print Laser



Figure 4.12 CD as Supporting Media  
 Source: Private (2018)



The CD & CD Cover can be stored on the table, because its unique shape with an attractive design is expected to be used and becomes one of the reminders of Afghanistan after darkness products.

- **Yoyo ID Card**

Material : Plastic  
size : 3 cm x 3 cm  
Technical Production : Laser Print



Figure 4.13 Yoyo ID Card as Supporting Media  
Source: Private (2018)

Yoyo Id Card are used as promotional media indirectly distributed to target audiences for free, small sizes are used so that the shapes and writings are clearly legible and are very suitable for use in jackets T-shirt etc.

- **Key Chain**

Size : 2,5 cm x 2,5 cm  
Material : *Gravelly & Acrylic*  
Technical Production : *Laser Print & Laser Cut*



Figure 4.14 Key Chain as Supporting Media  
Source: Private (2018)

The target audience people who work on outside, and there are still people who use vehicles. Of course you need a Key chain to protect. Besides that, key chain can easily be a means of promotion indirectly.

- **Hat**  
 Material : Fabric  
 size : Medium  
 Technical Production : Border



Figure 4.15 Hat as Supporting Media  
Source: Private (2018)

The target audience is school age and people who work on outside, and there are still people who do not use vehicles. Of course you need a hat to protect. Besides that, hat can easily be a means of promotion indirectly.

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