

CHAPTER IV. MEDIA AND PRODUCTION TECHNIQUES

IV.1 Main Media

The main media is Illustration book with a format 25.7cm x 18.2cm or b5, landscape using softcover with a weight of 260gram Art paper with a doff lamination, and the content pages of the book is using uncoated thick paper with a weight of 80gsm, it's a medium size and quite light to hold while reading, and it doesn't take too much place if to carry it somewhere or to keep, Illustrations play a major role in bringing out the story, Illustrations and words act together to form a meaningful story, and are not limited to internet connections. Illustrations provide visual clues which are important for the story. Illustrated book helps to enhance the story and can easily describe a particular scene or what the story is about (Pratt 2018). Choosing printed illustration story book is due to the digital books makes the viewer's eyes tired, by using phone, tablet or any other gadgets and looking to the screen would causes eyes problem, especially the youngster that spends plenty of time using phones and other devices, therefore the illustration book would help them to avoid such harmful outcomes and encourage them to reading habits.

The Process of Main Media

Following is the process of making the main media:

- Sketches

The initial sketches are hand drawn using pencil and paper, in total there are 29 pages firstly made by hand and transformed to a digital drawing process using pen tablet.



Figure IV.1 Sketches
Source: Mukhtar Hussain (2019)



Figure IV.2 Sketches
Source: Personal Documentation (2019)

The sketches are hand drawn, then transformed and developed to digital paintings. To connect the audience to the story it has been try to create illustrations which represents the Middle East drawing style with a twist of self-developed style, the process is basically pencil sketches and then transforming it to a digital art work using freehand digital style. The bellow figure is an example:

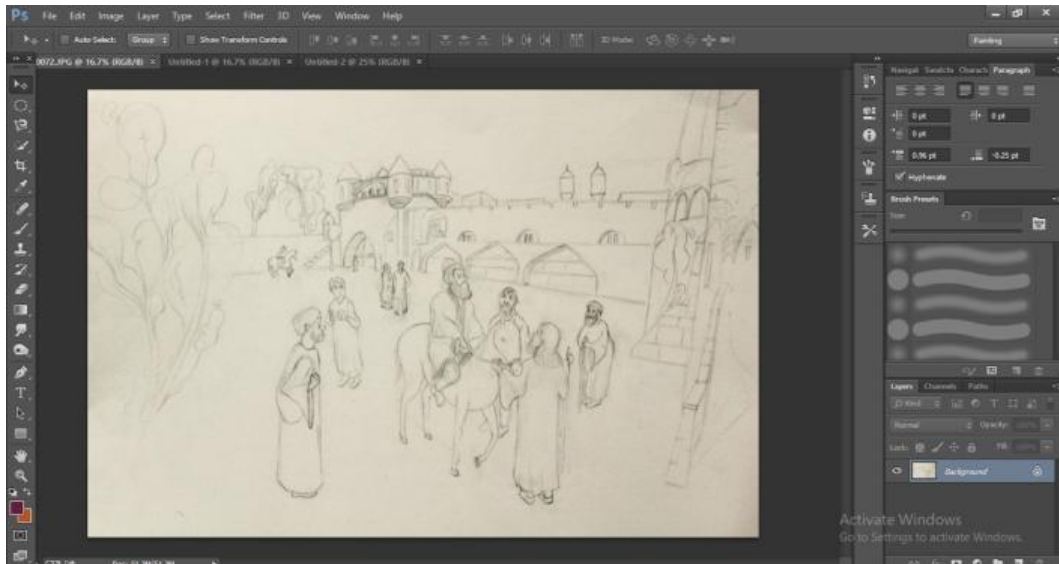


Figure IV.3 Sketches
Source: Personal Documentation (2019)

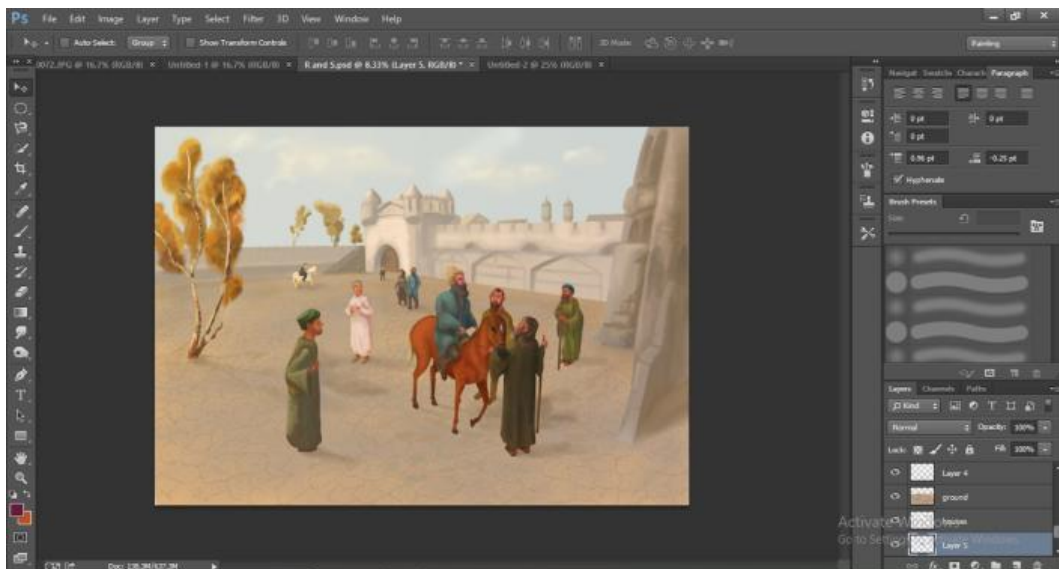


Figure IV.4 digital transformation
Source: Personal Documentation (2019)

After hand drawing and transforming it to a digital, the process followed adding the title text and logo to the Adobe Photoshop application, Adobe is an easier standard text international application and as well the layout design is done in same application.

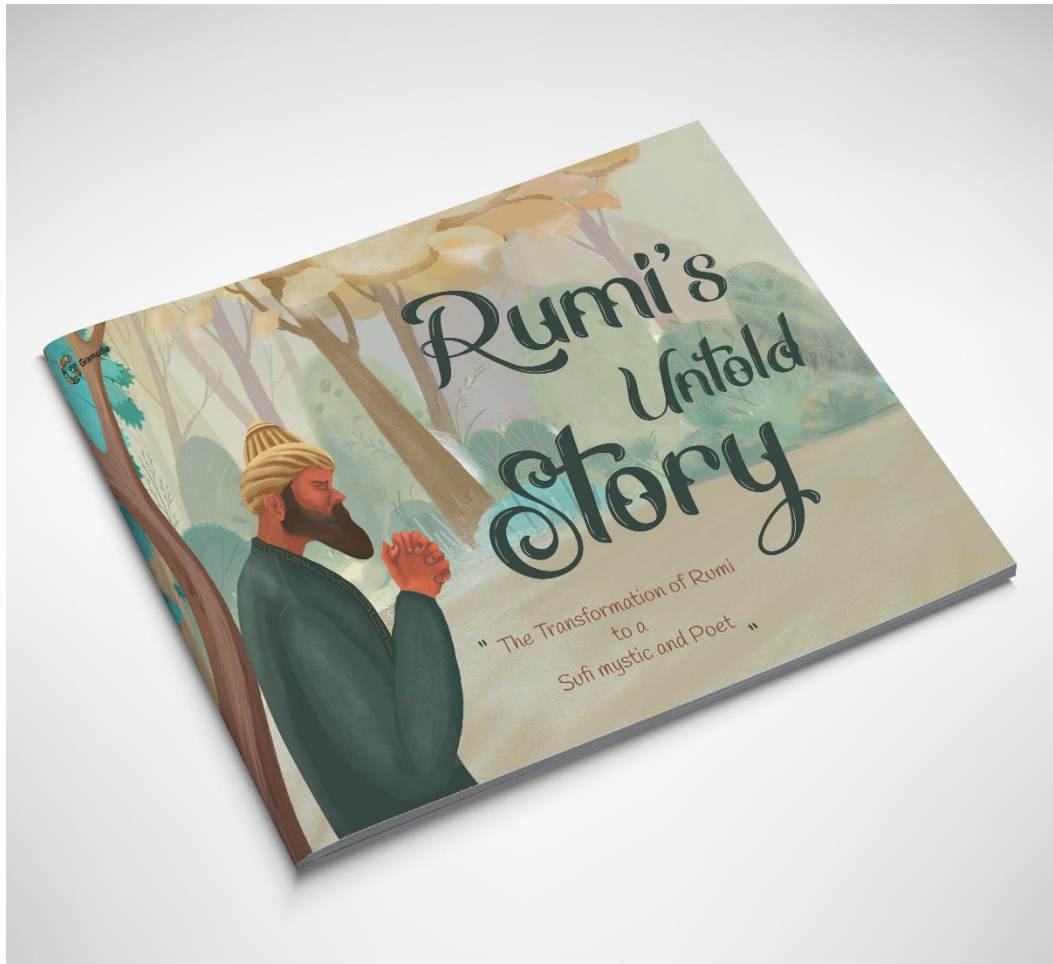


Figure IV.5 Main media Cover
Source: Personal Documentation (2019)

For the cover using illustrating of Rumi's character with a sad face expression of hand grabbing, it's because to inform the viewer about there is something in this illustration book that needs to be viewed. For the Title text using Throne by Made Duduk with the help of nature background to avoid which space, with a low opacity that helps to make more the illustration and title text eye catching and readable.



Figure IV.6 Main Media Content
Source: Personal Documentation (2019)

The very first page is copyright page, to make the page more interesting I rely on Rumi and Shams illustrations and information text in the center of frame, center composition layout is basically attractive on inviting the viewer eye to important of context to the center.

Second page is the preface or the small introduction about the illustration book, in the second as well as using center composition, by positioning the title of the book in the top the page and body text in the center, while the illustration is in the bottom of the page.



Figure IV.7 Main Media Content
Source: Personal Documentation (2019)

The very first page of the story begins with a brief introduction of Maulana Jalaluddin Rumi, by illustration of Rumi as a child in the arms of his father in the center of page that would create a direct contact to the viewer's eyes, and in order to avoid too much information, I have keep the bagrround less detailed.

The second page is about Rumi's early education under his father Bahauddin Walad life time. I illustrate a library Room with full of books around that has a light window, composing Rumi and his father in middle of the layout.



Figure IV.8 Main Media Content
 Source: Personal Documentation (2019)

The left side page is about introducing Shams character, illustrating him in the middle of nowhere is due to the stories written about him his nickname was the bird, he couldn't stay in one place for too long, he was a wanderer. In this page effort was to illustrate him as based on the stories.

The next page is about social status of Rumi, as it can be seen in the picture, positioning Rumi in center with an expression of speaking is because people are listening to him as he was a high member of the society. Based on the story he had a lot of followers and students. People greatly respecting him. The effort was to create such scenario to explain as it is in the story.



Figure IV.10 Main Media Content
Source: Personal Documentation (2019)

Based on the story Shams utters a cry and falls to the ground, as it can be seen in the picture, I have tried to illustrate the scene as he is falling on to his knees and crying with full emotions, positioning Shams character from the front angle is to create a direct connection to viewer's eye. Based on data found about Shams, he used to wear dark cloths, as it can be seen in the above illustration.

Next page is the scene where Shams and Rumi retired to talk in the house of his elder son Sultan Walad for about ninety days without break, I have illustrate this scene with an ancient carpet, as turkey is famous of its carpet, keeping the background undetailed is due to avoiding too much information.



Figure IV.11 Main Media Content
Source: Personal Documentation (2019)

This scene is about Rumi turning to a different person and people notices the changes on him when he appears in city in the first spring after a long conversation between Rumi and Shams, people wondered looking at him, I have used center composition in the scene by illustrating Rumi in the center of page while people are staring at him.

The next page is about Alauddin the younger son of Rumi and religious community members threatening shams with death, illustrating people around Shams with angry face expressions by pointing to him that will create a better understanding of what had happened to shams that time.



Figure IV.12 Main Media Content
Source: Personal Documentation (2019)

Shams Illustration from behind and his walking pose toward a desert based on the story been told by ancient chronicles, Shams leaves without letting know anyone.

The next page is about Rumi after leaving of Shams turns to Sufi, he begins to dance and listen to music for hours without break. As in the above illustration in the left side of the page we can see someone playing Ney or Flute that represents the poems of Rumi about flute.



Figure IV.13 Main Media Content
 Source: Personal Documentation (2019)

Here is the scene which tells about Shams spotted in Damascus, the capital city of Syria, the illustration of the gate and walls are due to showing a the city where he had been appear, composing alone Shams in the conrner of the wall is to show to the viewer that he was without companion, without any serious reason to stay.

Next illustation telling the story of Rumi’s elder son who came to Damascus to beg Shams to return to Konya, I use center composition, all three important objects in the story are in the center of page which helps to catch the attention its audience easily to the story.



Figure IV.14 Main Media Content
Source: Mukhtar Hussain (2019)

The left side page is about Shams and Rumi meeting that both fell to each other knee based on found stories from the existing literature, I have been trying to illustrate both characters kneeling, to avoid a lot of extra information the background is kept not detailed.

The right side illustration is about the threaten against shams start anew, Alauddin the younger son of Rumi and religious community members threatening shams with death, illustrating people around Shams with angry face expressions by pointing to him that will create a better understanding of what had happened to shams that time.



Figure IV.15 Main Media Content
Source: Personal Documentation (2019)

As mentioned in the stories Rumi decides to legitimize Shams presence, in his home, he marries his very young step daughter to Shams, I have tried to illustrate this scene with a happy face of Shams expression and shocked face of Kimia the step daughter of Rumi, and with some characters playing music in the background that represents the Turkish marriage traditions.

Another scene is basically about Shams and Rumi companionship starts again and reaches its peak, I have tried to show that location of these two lovers in the city of Konya while Rumi following Shams, with a wondering and exciting expression of Rumi.



Figure IV.16 Main Media Content
Source: Personal Documentation (2019)

Above left page is about Kimia's death, according to some reports her death caused by domestic violence. The effort was to draw this scene somehow to show Shams face with an overacting expression.

Next is the scene during Shams and Rumi conversation someone calls Shams outside, I have tried to illustrate this scene by positioning Shams and Rumi face to face to each other, and another who is standing outside of the door by waving his hand that means calling someone.



Figure IV.17 Main Media Content
Source: Personal Documentation (2019)

The above left scene is about Shams going out, I illustrate this scene positioning the character in the middle of page, facing outside which basically means he walking out from the house.

Next is the honor killing of Shams by Rumi younger son and Religious Community members of Konya, I illustrate this scene based on the found story, showing the city in the background and the group of people trying to grave the body far from the city, in order to hide the secret from others.



Figure IV.18 Main Media Content
Source: Personal Documentation (2019)

Using Center Composition layout, I have illustrate Rumi on a horse in the center of the page, facing to people standing out there, that means he is asking for something. I have illustrated characters with white Topi that represents Arabic traditional costumes.

The next illustration is about Rumi proclaiming Shams dead by wearing black cloth, I positioned Rumi's character kneeling with praying hand pose that basically an act of praying for someone's soul in Islam.



Figure IV.19 Main Media Content
 Source: Personal Documentation (2019)

Last story scene is about Rumi about transforming to Sufi and Poet. The illustration visualizes the (Sema) a dance that Rumi created in remembrance of Shams, I basically composed Rumi character in the center of the page, with two of his Murids as supporting characters.

The right page above is the last conclusion sentences about the story, that basically tells about what Rumi turned to be and how important task he has accomplished. I illustrated this page with center composing Rumi while dancing (Sema).



Figure IV.20 Main Media Content
Source: Personal Documentation (2019)

In the back cover page, right on the top I mentioned the book name, and in the center space I used to add the references, in the left bottom you can see the publisher information and right bottom the page, there is the barcode with price of the book. The green color is basically taken from the front cover the page.

Production Technique

The print technique used is offset, while the book volume use glue binding techniques. The cover uses 150gram art paper with mica plastic duplex. Laminates

are used to make book covers into more durable than dust, splashes of water and things that can damage the book cover.

Book content

The contents of the book are printed on 150gram art paper with offset printing techniques because the color obtained will be better than other printing techniques. The art paper 150gram is not too thick and not too thin, it's a standard paper used for comic or colorful story books.

IV.2 Supporting Media

a. Poster

In the first week of promotion of book to invite and inform the audience about main media launching, I rely on support of a Poster with the size of a3 (297 x 420mm) with a 260 gram art paper with offset printing technique.

In the poster I used the center composition by centering Rumi in the center of the page while dancing, with the support few more characters staring to Rumi right on the right and left bottom of the poster, this is due to engage the viewer to grab to their attention to the poster, at the same time you can see on the top of Rumi's character a big Title of book written which grabs the attention of viewers.

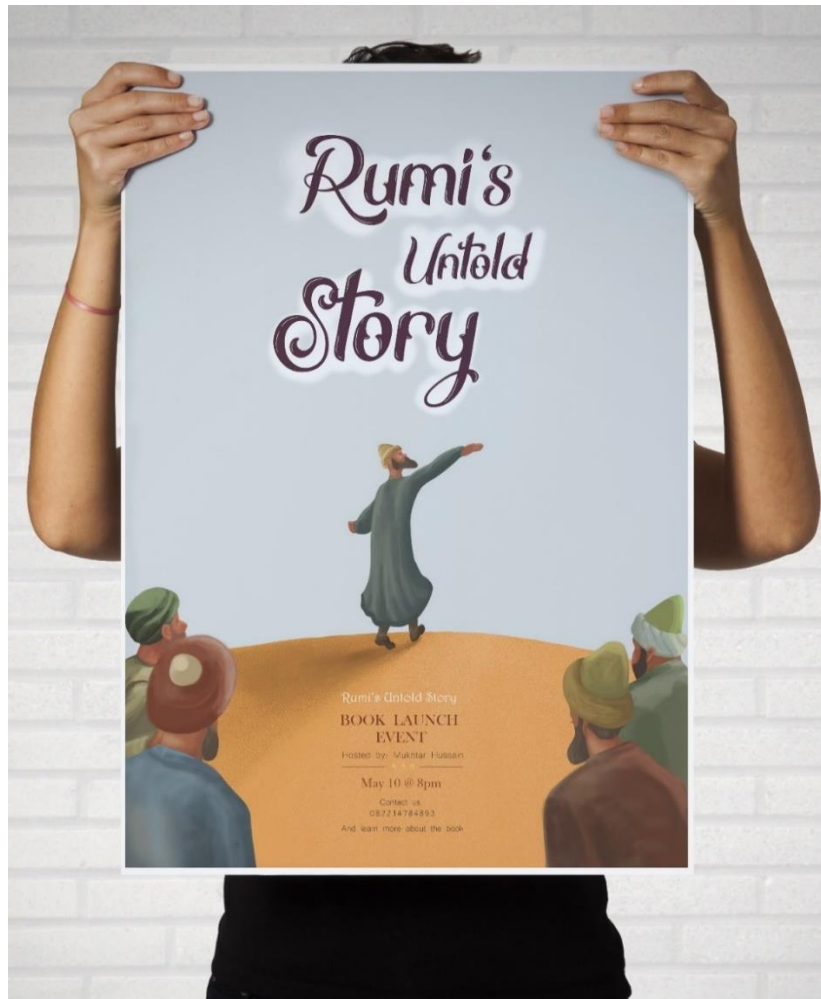


Figure IV.21 Poster
Source: Personal Documentation (2019)

b. Standee

A standee is a large self-standing display promoting a product or event. Standee's typically made of foam-board. For promotion of main media in this project Using X-Banner Stand with size: 600mm x 1600mm, with Luster Material. The Luster material is slightly shiny and has a rather fine fiber. Suitable for indoors or outdoors.

For the Standee layout I used the same as in the poster by centering Rumi in the center of the page while dancing, with the support few more characters staring to Rumi right on the right and left bottom the standee, this is due to engage the viewer to grab to their attention, with more text details about book launching time and place.

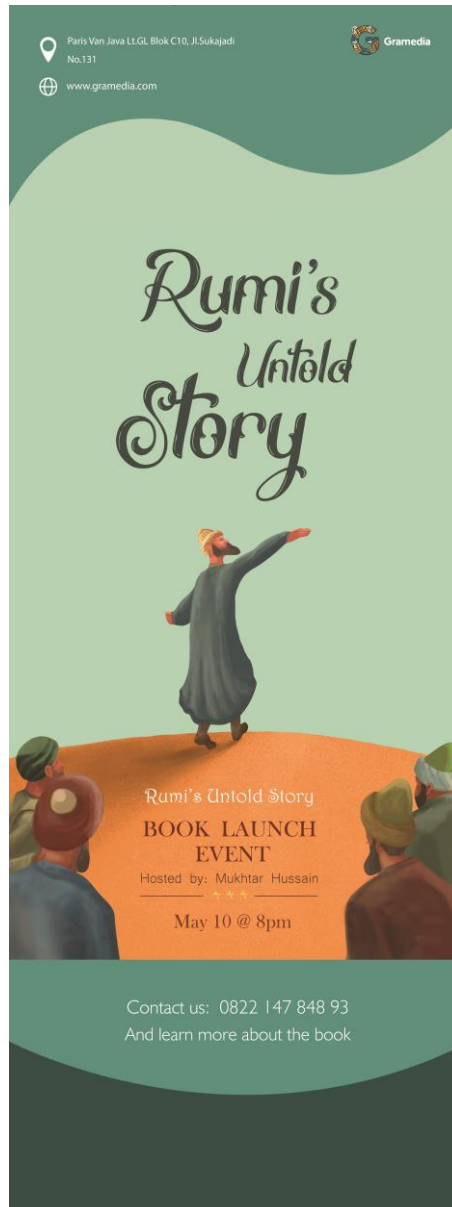


Figure IV.22 Standee
Source: Personal Documentation (2019)

c. Pamphlet

Pamphlet is written printing material in the form of folded or a thin book with only a few pages. The size for this pamphlet is 297mm x210mm 2m which is folded, and with offset printing technique which is one of the best techniques used in today's standards.

The design of pamphlet is basically top centering the title of the book, and in the left side of the front pamphlet I positioned Rumi's dancing character in order to inform the viewer about context of the pamphlet.

In the back of pamphlet you can see the same title positioning, and around you can find basic information about book lunching event. And other information.



Figure IV.23 Pamphlet
Source: Personal Documentation (2019)

d. Social Media Content

As appointed the target audience is in the age that tends to use social media more often. Therefore use of social media would be helpful to provide information to its audience and to promote the main media. Advertisement in social media Facebook and Instagram, and other social platforms that has crowd of adults and has massive users.

For social media ad I have top centered the title of the book with a big type font using Throne, right in the bottom of it I have placed the information about book launching event plus contact and address, to make the Ad more interesting, I have illustrated Rumi's dancing character on the bottom left of the layout, and on the right side of the design I have positioned the flute man.



Figure IV.24 Social Media Ad
Source: Personal Documentation (2019)

e. Notebook

I choose Notebooks as one of the supporting media because the target is age 19-25 which are students, and it's necessary to have a notebook to take note in academic environment, the effect is that it can be a good reminder of the audience about main media. For the notebook using b5 or 25.7cm x 18.2cm with 260 gram art paper cover, and it's a ringed notebook.

For the Notebook layout I used the same as in the standee by centering Rumi in the center of the page while dancing, and on the design you can see the big text title of the illustration book, big text is due grabbing the attention of the audience.

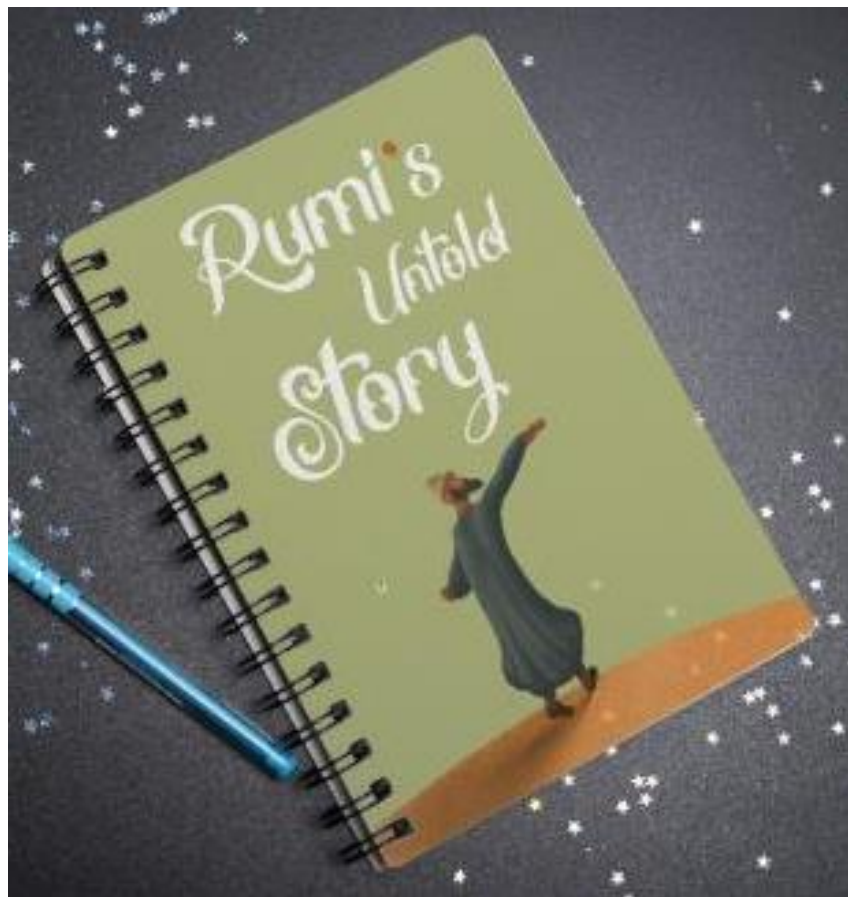


Figure IV.25 Notebook
Source: Personal Documentation (2019)

f. Stickers

Stickers are frequently distributed as part of promotional that can be applied anywhere. For the material used sticker quantic vinyl doff.

Designing the layout of Sticker media, I have positioned the illustrated Konya city as a background, and on the right and left side of the design I have positioned the characters of dancing Rumi and the flute man, right in the top of the design I have write the title and the bottom the layout you can see the text written the Illustrated Story, that represents the main media.

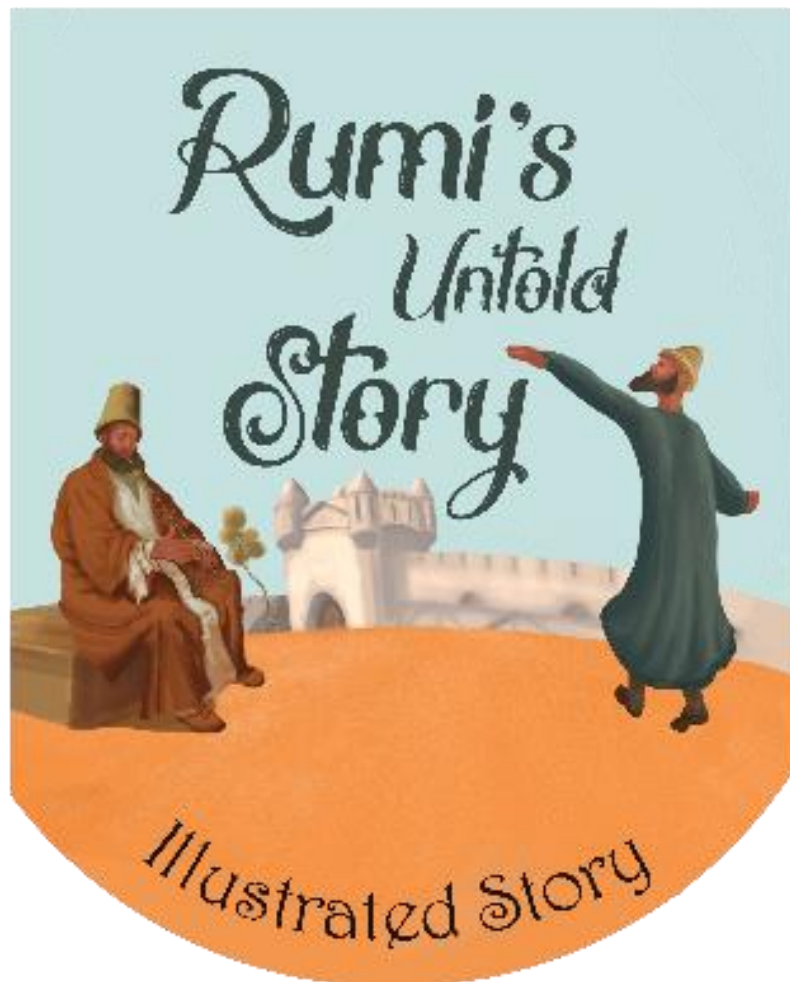


Figure IV.26 Stiker
Source: Personal Documentation (2019)

g. Tote bag

Tote bag is a portable bags, used to carry books, equipment and pretty much anything. Tote bag is widely used by people who are similar to the target audience, namely early adults, tote bags can be a good reminder about main media. The technique used for printing this media is print screen or Sablon technique.

For the Tote bag layout design I have positioned Rumi and Shams kneeling to each other in the bottom center of the design, I have written the title of the illustration book right on the top middle of the design, as in the picture you can see the big text title of the illustration book, big text is due grabbing the attention of the audience.

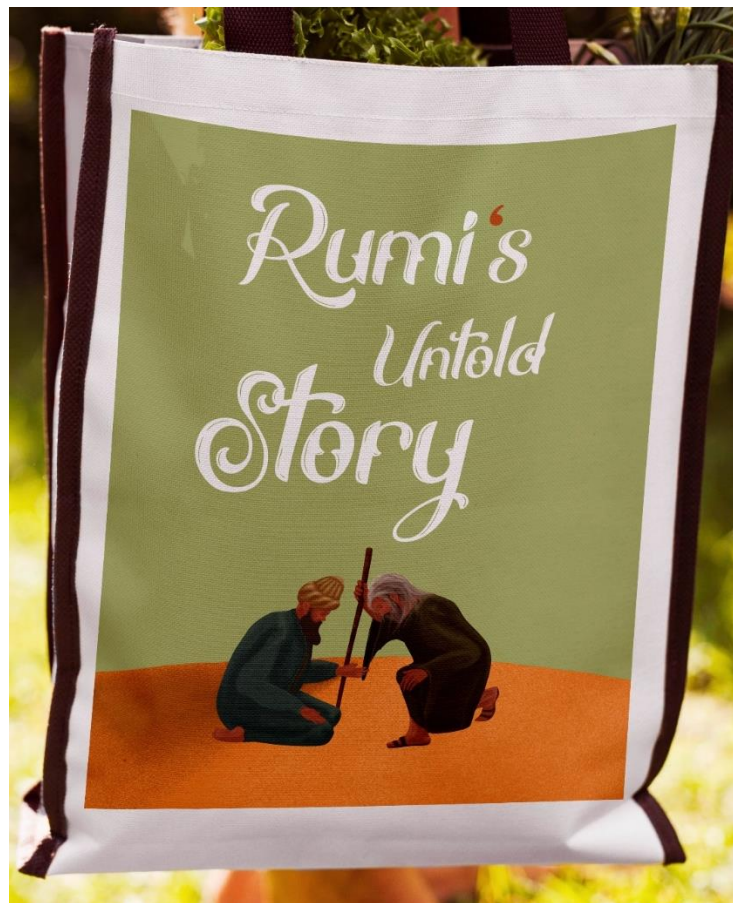


Figure IV.27 Tote Bag
Source: Personal Documentation (2019)

h. Cup/ Mug

Using supporting media cup or mug is because it's a most useful thing by everyone. Cup is a useful thing owned by many people used for quenching thirst across a wide range of cultures. The used material is a plain cup and the print technique is basically the first step is printing ink on a special sublimation paper, which is specifically used for heat press transfers as it properly releases the ink when heated and does not allow the paper to absorb the ink during printing.

For the Mug design, I have used the illustration and text from the cover of the main media. The layout is basically circle, because the circle design looks more appropriate in a cup. The design included both character illustration and book title text. To avoid too much information I have kept the design with less elements.



Figure IV.28 Cup
Source: Personal Documentation (2019)

i. Key Fob/keychain

A key fob is a generally decorative and at times useful item many people and almost everyone own one, while it's a common item between people, it can be a good reminder of main media. For producing the key fob used acrylic 3mm one side with a double tape press and print screen sticker technique.

Designing the Key Fob or key chain, as it is acrylic I have played more with shape rather than circle or square. Basically the design is with the huge dancing character of Rumi with the title of main media right on the top the character, in order to create more contrast between text and background, I have used light orange color for the text, because the character in the background uses dark green.

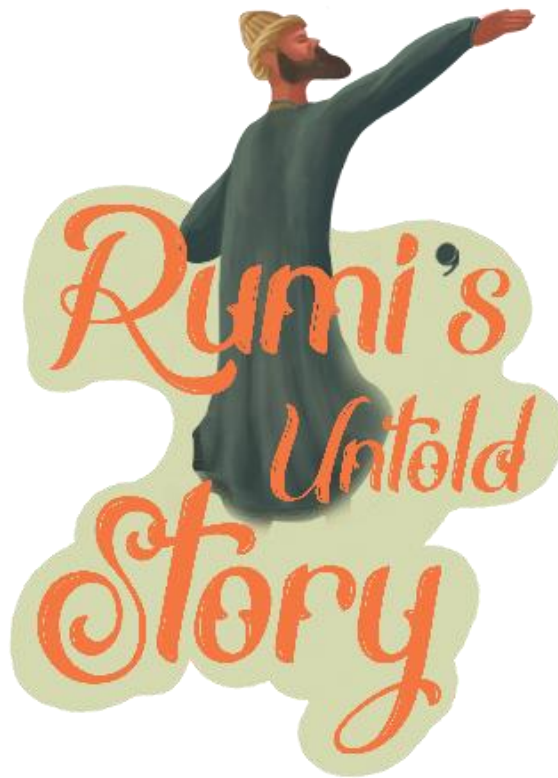


Figure IV.29 Key Fob/Chain
Source: Personal Documentation (2019)

J. Wall Clock

A clock is an instrument used to measure, keep, and indicate time. The clock is one of the oldest human inventions. The modern clock may be considered as "clocks" that are based on movement in nature: A sundial shows the time by displaying the position of a shadow on a flat surface. Choosing wall clock as a supporting media because today almost every house in urban areas has a clock. Therefore it can be a good reminder of main media. The production has been done basically with print screen sticker technique.

For the Design of the wall clock, I have centered the title right in the middle of the layout, while positioning the subtitle on the top of the page layout, and the logo of the publisher right on the bottom of the design, with support of the illustration of Rumi's character in the left side of the page layout, in order to balance between elements in the layout, I have positioned some elements in the right side as well.



Figure IV.30 Wall Clock
Source: Personal Documentation (2019)

k. Pin

Pin is one of the accessories that are used to decorate clothes, hats, bags that are used as company promotion tools, schools or party campaigns in addition to their unique shape and attractive design and affordable prices, many people choose pins as a promotional tool. The considered size for this promotion media is 4.4 cm, material used is art paper 120gram art paper.

For the Pin design, I have used the illustration and text as in the cover of the main media. The layout is basically circle as it's a standard pin shape,. The design included both character illustration and book title text. To avoid too much information I basically kept the design with less elements.



Figure IV. 31 Pin
Source: Personal Documentation (2019)

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