BAB IV

TEKNIS PRODUKSI MEDIA

Teknis produksi media dalam perancangan ulang media informasi dan strategi promosi di Kebun Binatang Bandung adalah sebagai berikut:

4.1 Papan Informasi Satwa

Ukuran : 35 cm x 45 cm

Bahan : Akrilik 2 mm

Teknis : Digital Laser



Gambar 4.1. Papan Informasi Satwa

4.2 Papan Edukasi

Ukuran : 30 cm x 50 cm

Bahan : Akrilik 2 mm

Teknis : Digital Laser



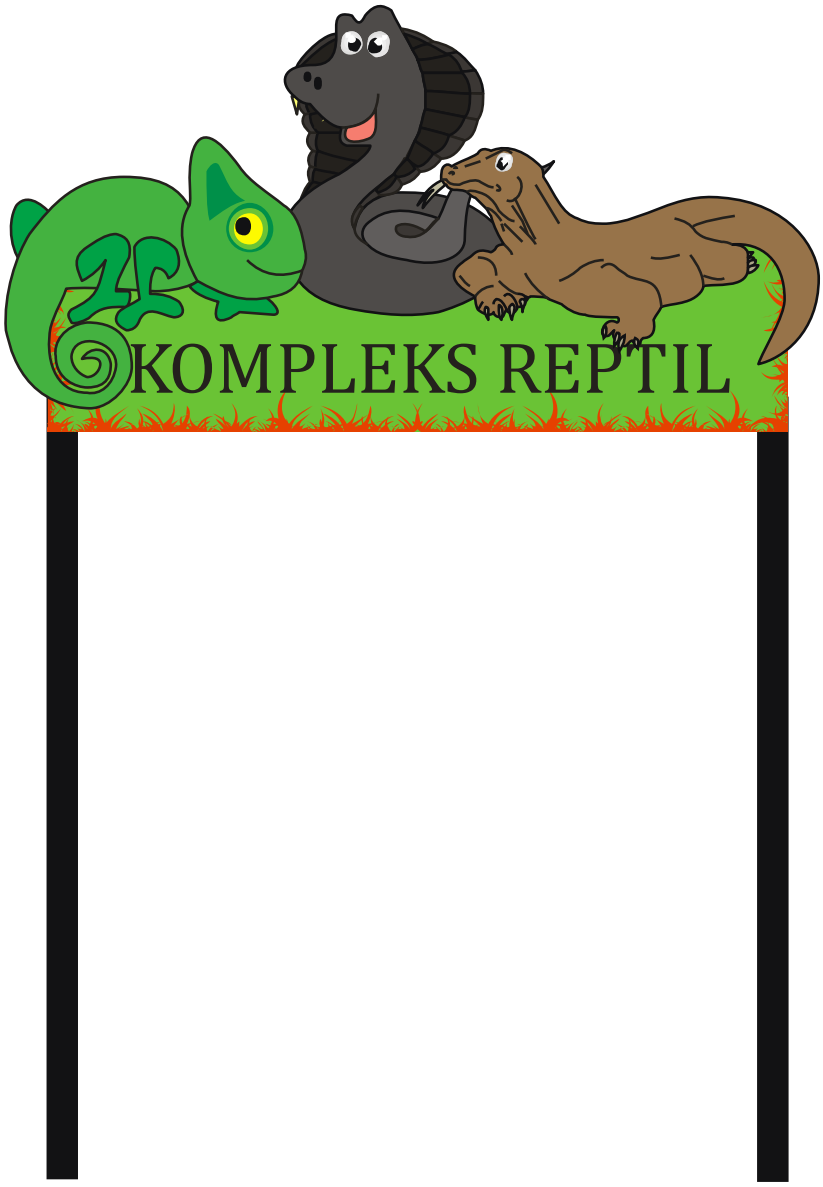
Gambar 4.2. Papan Edukasi

4.3 Papan Kompleks Reptil

Ukuran : 60 cm x 200 cm

Bahan : Akrilik 3 mm

Teknis : Digital Laser



Gambar 4.3. Papan Kompleks Reptil

4.4 Papan Fasilitas Umum

Ukuran : 15 cm x 20 cm

Bahan : Akrilik 2 mm

Teknis : Digital Laser



Gambar 4.4. Gambar Papan Fasilitas Umum

4.5 Papan Larangan

Ukuran : Diameter 30 cm

Bahan : Akrilik 2 mm

Teknis : Digital Laser



Gambar 4.5. Papan Larangan

4.6 Papan Peringatan

Ukuran : 30 cm x 15 cm

Bahan : Akrilik 2 mm

Teknis : Digital Laser



Gambar 4.6. Papan Peringatan

4.7 Peta

Ukuran : 59,4 cm x 84.1 cm

Bahan : Akrilik 3 mm

Teknis : Digital Laser



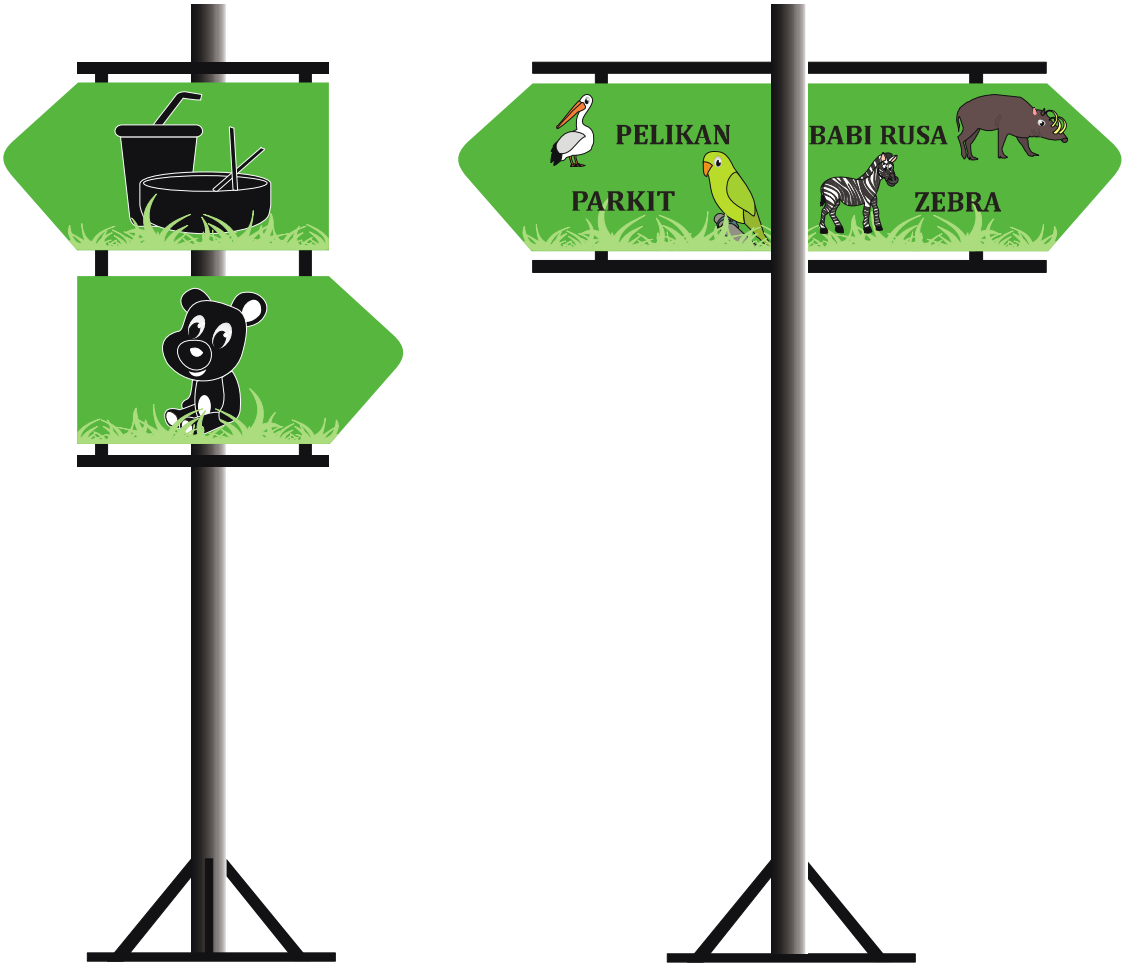
Gambar 47. Peta

4.8 Petunjuk Arah

Ukuran : 45 cm x 25 cm

Bahan : Akrilik 3 mm

Teknis : Digital Laser



Gambar 4.8. Petunjuk Arah

4.9 *Flyer*

Ukuran : A5

Bahan : *Art Paper* 130 gr

Teknis : Cetak separasi



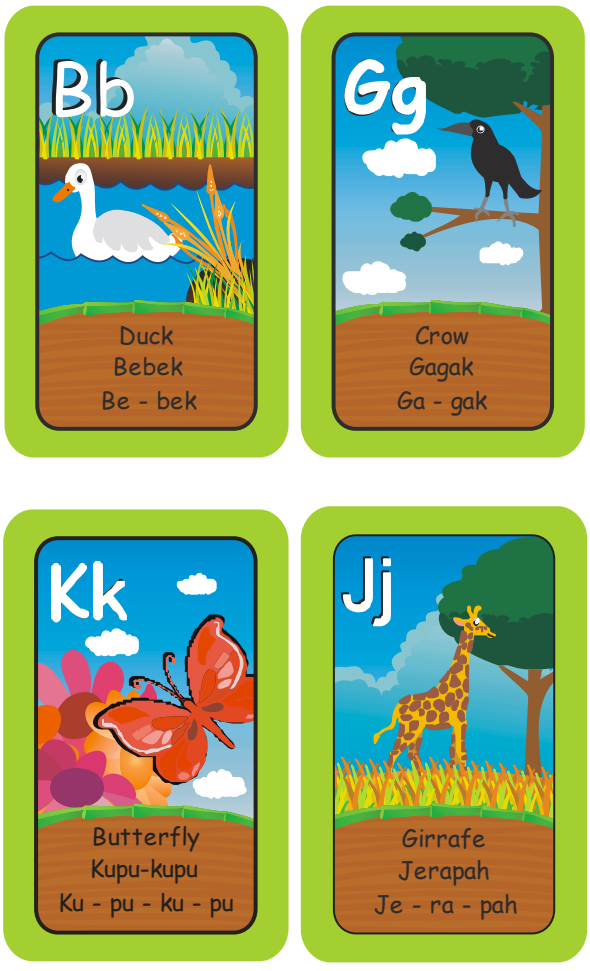
Gambar 4.9. *Flyer*

4.10 *Education Card*

Ukuran : 6 cm x 9 cm

Bahan : *Art Paper* 260 gr

Teknis : Cetak separasi



Gambar 4.10. *Education Card (Front)*



Gambar 4.11. *Education Card (Back)*

4.11 *Sticker*

Ukuran : 7 cm x 8,39 cm

Bahan : *Sticker*

Teknis : Cetak separasi



Gambar 4.12. *Sticker*

4.12 Spesifikasi *Hardware* dan *Software* yang Digunakan :

4.12.1 *Hardware*

Operating system	: Genuine Windows Vista® Business 32-bit
Processor	: Intel® Core 2 Duo Processor T5870, 2.0 GHz , 2 MB L2 Cache, 800 MHz FSB
Chipset	: Mobile Intel® GME965 Express Chipset
Memory	: 2048 MB DDR2 800 MHz, 4 GB maximum
Hard disk	: 250 GB, 5400 rpm
Optical drives	: DVD+/-RW SuperMulti DL LightScribe Drive
Display	: 14.0-inch diagonal, resolutions 1366 x 768 LED HD BrightView with Camera
Graphic	: Mobile Intel® Graphics Media Accelerator X3100 integrated graphics, up to 384 MB shared system memory
	3 USB 2.0 ports, VGA, External Microphone, Headphone/Line out, power connector, RJ-45/ethernet
	microphone in, Optional integrated 2MP webcam
	56K modem
Wireless	: Intel® PRO/Wireless 3945ABG Network Connection, Bluetooth 2.1+
Dimensions (W x D x H)	: 336 x 233.9 x 32.0 (at front) mm
Weight	: Starting at 2.27 kg

External 65-watt AC adapter, HP Fast Charge Technology

6-cell Lithium-Ion battery

Touchpad with scroll zone, two pick buttons

1-year limited warranty on primary battery

Software included : HP Total Care Advisor, HP Recovery Manager (Windows Vista only), HP Webcam Software (select models), Roxio Creator Business, McAfee Total Protection, Intervideo WinDVD 8SE- DVD Player.

4.12.2 *Software*

Software yang digunakan pada perancanagan ini adalah sebagai berikut:

- Corel draw X4
- Adobe photoshop Cs2
- Microsoft Word 2007