# FOREWORD

Praise be to Allah SWT for an abundance of guidance, mercy and protection of health - his. Finally the report praktikan practical work will be undertaken in the CV. DESTICS this can be resolved by good although there are some difficulties pad when counseling but all can be fixed so that the report primarily to either finish.

Report contains about activities during praktikan perform practical work that were placed design part graphic, where praktikan at give jobs makes designs later will in apply into media wallet as cover wallets which rest will in production and in pasarkan by by company.

This report also helps to design a project or job design and illustration vector design in stages starting from the search of ideas, visual, sketching, and coloring tailored to the consumer interest at this point that makes the wallet as an important fashion trend.
On this occasion praktikan thanked those who helped complete this report, thanks to the Lecturer mentors who have helped resolve this report, CV. DESTICS that has permitted praktikan for practical work.

Hopefully, report this helps or makes experience invaluable for kedepanya later. In expect on later days more spur me to create works better.

Bandung, June 2011

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# INTRODUCTION

# CHAPTER I

## 1.1 Background work practices

Graphic design is a visual design of text and images on various media publications which aims to convey the message - the message effectively to the communicant. along with the many lovers of art and graphic design that has been widely be applied to all fields and the media in everyday life, especially in the world of fashion and merchandise that has been developed and have intensivitas high enough in society, both from the menengag to the top and the middle to lower. So is the art of graphic design in graphic design to apply to the wallet of course must have a proper concept and arrangement in order to give the impression and the message conveyed either by itself or a theme designer on the design of the wallet.

Similarly, clothing which has one of the concepts and ideas that are interesting and have different impressions and messages on each of their products, so as to provide a fresh new look in fashion and merchandising in the city of Bandung in particular. Therefore praktikan interested in doing practical work in the clothing destic to shop is mainly on the concept of graphics that will be applied to products produced by the purse that the clothing.

Wallet is a kind of small bag used to carry personal items such as money, credit cards, identification documents (driver's license, ID cards, club cards, etc.), photos, business cards and other paper documents. Wallets usually made of leather or fabric, usually available in pocket size and can be folded.

.

But over time the continued development of advanced and purses can be made a variety of shapes, colors and graphics designs in them as I do in this practical work of making the wallet by using the image - vector images on the outside of the wallet by using such software (Adobe Photoshop, corel draw and illustrator) will be able to produce good graphics and good for the wallet appearance.

Wallet that specialize mostly to the young people today are combining colors - colors that tend to be bright arrangement of typography is simple but interesting among consumers who will buy it.

In making a picture in your wallet and usually by the screen printing screen printing on laser or manually using plastisol paints a very powerful when used in fabric or leather ones, making pictures in your wallet and purse tend simple.tetapi clothing produced by this destic printing colors and images on your wallet by way of printing the print is directly attached to the outside of the wallet with a color corresponding to the example images without replacing the screen that is in use on the manual screen printing.

Time and Place of Work Practice Implementation

Filing of the petition proposing the implementation of practical work in 02Januari on 2011, and pelaksanann practical work itself begins at:
Date: 03Januari 2011 - March 13, 2011
Place: CV.DESTICS
Address: Jl.Dewi Sartika NO. 55 A

The implementation of practical work within three months

**1.3 Objectives Job Training**

As a condition to attend the next course, each student must perform practical work activities, such as is done in the CV. DESTICS who was chosen to follow the practical work at the venue. Where is the train to work in the field and directly dealing with consumers in need. Likewise with that was done in that place that is making the cover design for the media wallet that was done in stages dar designing or making sketches that would later be selected by the supervisor of the company's results which can be used in visualizing the wallet into the medium.
In addition, the purpose of practical work in order to achieve a satisfactory value.

# CHAPTER II

# REVIEW CV. DESTICS

## 2.1 Definition of the Company

In general, the company is defined as an organization that uses and coordinating the production of economic resources to satisfy needs in ways that benefit.
Based on the above definition it can be seen that there are five important elements in the company, namely the organization, production, economic resources, needs and ways that benefit.
From the definition above can be concluded that the company is an established form of business, owned and managed by a person. Many individual companies are used in Indonesia. Corporate form is usually used for both business activities and which are small, or at the start of business conduct. Although the number of companies that are relatively large, but the sales volume of each is relatively small compared to other companies. For the establishment of companies, which imposed a license can be said to be relatively lighter and simpler requirements than other types of companies.

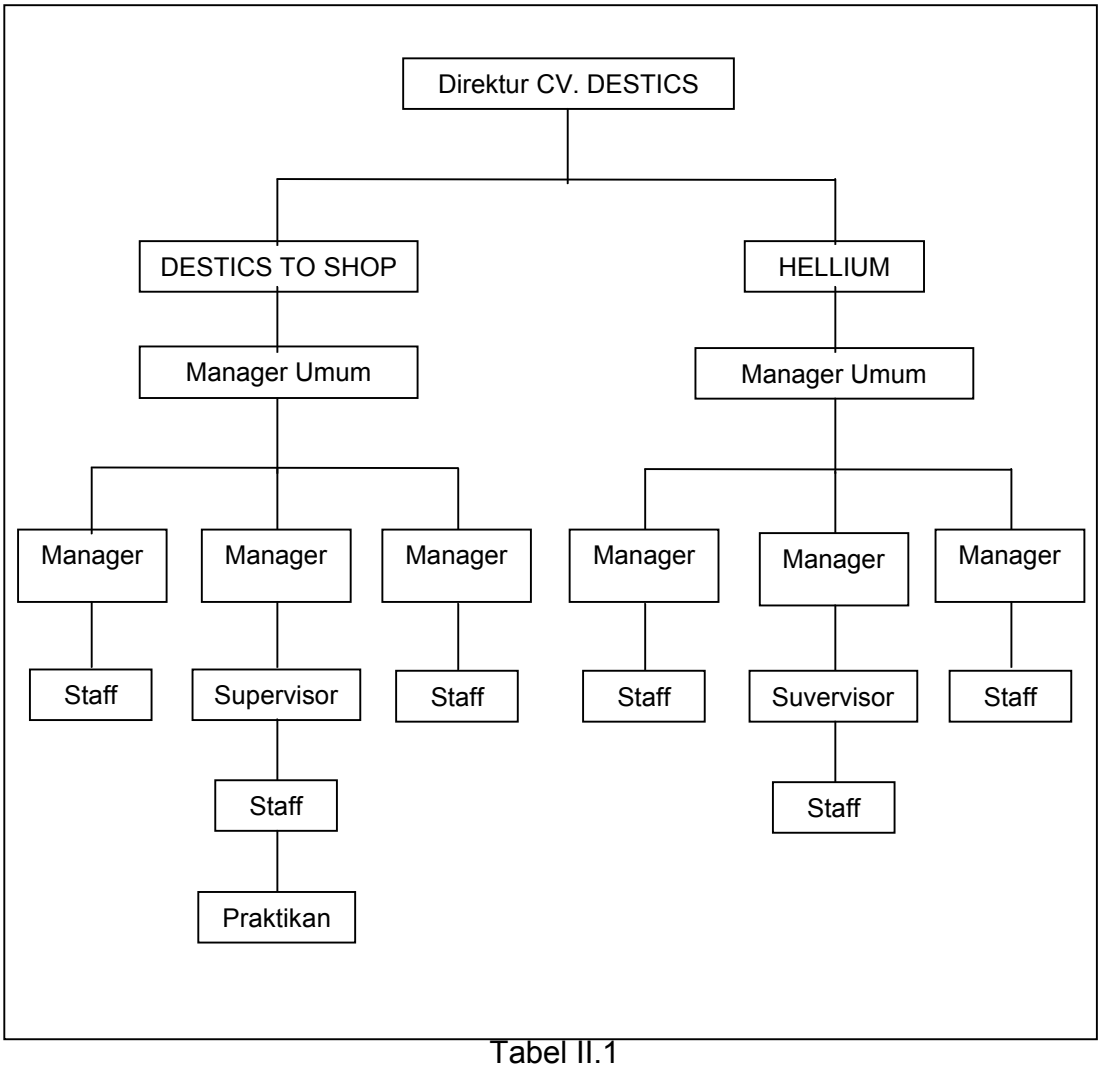
## 2.2 Company Profile CV.Destics

### 2.2.1 Data And Profile

| | |
|---|---|
| Name Of Company | : CV.Destics |
| Since | : 2003 |
| Address | : Jl. H. Sayuti no. 43 Bandung 40252 |
| Showroom | : Jl. Dewi Sartika no. 55A Bandung 40252 |
| SIUP | : 510/1-0629-DISINDAG/2006 |
| Telephone / Fax | : (022) 423 3183 / (022) 7033 3041 |
| E-mail | : DESTICTOSHOP@yahoo.com |
| Website | : www.DESTICTOSHOP.com |
| Bank | : BCA |
| Bidang usaha | : General Kontraktor dan Percetakan |

### 2.2.2 Company Struktur

Struktur Organisasi CV. DESTICS




Tabel II.1

### 2.2.3 Vision and Mission

To achieve the vision and mission CV.Destics refers to the principle, namely:

• Provide maximum satisfaction to the consumer

• Improve quality and productivity is continuously

• Improving human resources to achieve the maximum potential

• Creating a new production with design work

Vision: "Never ending creativity"

Mission: "Quality is our priority"

### 2.2.4 Brand and Product

Company CV.Destics mimiliki 3 brand in the segmentation based on, among others:

- Destics To Shop
  Item Produk : *Accecoris brand*
  Segmentasion : Menengah – Atas
  Produk : Aksesoris, Tas, Hand bag, Dompet kulit, Tas Hp, Jam tangan dll.





Sumber :Dokumen Pribadi

- Octopus

Jenis produksi : *Accecoris brand*

Segmentasi : Menengah – Bawah

Produk : Stiker *cutting*, *Emboss, Graftax,*

*Prosav, Kromo*, Gantungan kunci, Pin, Tas HP, Tas pinggang, Dompet dll.





Sumber : Dokumen Pribadi

- Hellium Monster

Jenis produksi : *Clothing*

Segmentasi : Menengah – Atas

Produk : *T-shirt*, Jaket, Tas, Topi, Aksesoris dll






Sumber :Dokumen Pribadi

### 2.2.5 Human Resources

The close cooperation with major distributors facilitate CV. Destics producing under construction quality and exclusive materials.
Process design and production was done by an experienced designer, so CV. Destics consistently produce products with innovation and design in accordance with consumer demand.
For the production process including printing, embroidery, embossing, cutting and washing, CV. Destics have a production team who are experts in their field which is continuously supported by a team of creative research and development CV. Destics.
In addition, CV. DESTICS have a brand or product that not only creates fashion goods but also the CV. DESTICS sell a variety of motors and stickers accesoris mamapu attract the attention of many consumers who are frequent visitors to shop in the CV. DESTICS it.

Develop online system to order a barng is needed by consumers so that consumers can order goods freely wherever and whenever consumers will order. A clever promotional strategies can further advance and make a CV. DESTICS develop.

### 2.2.6 Production Facilities

With experienced human resources in the field of design and production of the CV. Destics always give priority to products with the best quality with the support of production facilities, among others:

- Human resources are qualified and experienced in their field
- Sablon Separation
- Computers
- Machines Plotters
- Machine Cutting
- Printing Machine
- Garment Machinery

### 2.2.7 Distribution

With a broad target market and marketing is supported by reliable, CV. Destics able to distribute their products to the big cities in Indonesia such as Bandung, Jakarta, Bali, Palembang, Makassar, Lombok and other big cities.

# CHAPTER III

# WORK PRACTICE REPORT

## 3.1 Role in the Company Praktikan

In the implementation of practical work in the CV. Destics was placed in the graphic design that has the task to create a design that will result will be applied to the media that is wallet that will be produced and marketed by the company.

## 3.2 Work During Praktikan in Company Job Training

During the implementation of practical work in the CV. Destics task to develop a design or concept that was chosen by the supervisor of the company to become a visual that is expected feasible for the production by these companies later in order to produce good work.

## 3.3 Method of Job Training

Based on observations praktikan during placement and carry out practical work, have some method that helps in making any design work and data collection will make a report on practical work. As for the methods in use in practical work ie;

a. **method of Observation**

   Methods of observation or observation is one of the techniques of collecting data on Internet media and by direct observation in an activity that is being done. Data collection praktikan do by observing and studying the interests of consumers at each developmental time and zamanya is by way of field observations. It also praktikan use catalog-catalog that has been provided by the company to be made in a comparative study reference will be made in the design for the media wallet.

b.

### 3.4 Design Process for Media Wallet

### 3.4.1 Design Concept Design

In the implementation of the practical work, praktikan choose a theme that is a vector design that will visualize the media in the wallet.

Design to be in this design is the vector in which the images are a bit complicated and has so many colors in it comply with the current trend of the times. Not forgetting the concept is composed of lines, colors, typografi, form.





Visual concept in this design is more to illustrate the link denagn activities young people today is where the production of this wallet specifically designed to attract the attention of many young children where the head a mixing  skull with
Who prefer a mix of musical themes, which visualize the skull in with someone who was Singer.

The concept of the color used for the skull as usual in a white color to give yourself the color black dsar pekat.dan to vector alone, the impression of vector lines in magenta for color adjustment and related themes therefore colors - more in bright colors to highlight that the skull is no longer scary.





As for the visual concept is the theme of the total vector takes the theme of LIFE is Girl tdimana illustrates one hallmark of women is the face of a woman who made  vector.

For the color itself, where many women tend to like the color pink so much for this vector design gives basic color pink and to typograpy itself in using soft fonts and colors to suit the character of women.

### 3.4.2 Technical design planning

Design planning that was done by praktikan divided into three parts, namely;

• Stage sketch

• Making several alternative designs

• The final stage or in select designs that have been developed

Includes sketch design concepts that have not been combined with the media and is still a graphic. Making a comparison of design alternatives in the selection of the proposed graphic concepts provide the option

and more creative input. Final design is the end result of making the design concept that has been in kombinasiukan with the media and be approved. To cultivate and create a vector design from sketching to arrive at the final stage praktikan using a common software used by graphic designers are (Corel DrawX3) and (photoshop Cs3.

# CHAPTER IV

# CONCLUSION

During the practical work activities in the CV. DESTICS are counted from the date of 03 January 2011 to 13 March 2011 that during praktikan work practices in place in the creative design. Where praktikan given a job putting out ideas - creative ideas that will be able to visualize and sell for the production of wallet.
In the process of designing illustrations and vector that will be applied to the media before melaukan purse or doing a work praktikan advance directives given by the mentors who have been determined by the company. Direction and guidance that is given during the practical work is very helpful in doing a job that has given each of them work by the supervisor at the company.

By carrying out practical work on the CV. DESTICS praktikan get valuable experience and a new experience where in teaching how to work quickly, especially in the manufacture or design on the design of illustrations that highlight where the theme is more on target audience and the market is like, then the observation is very important when praktikan practical work done to serve as a guide while doing the work, especially in the field of design.
In carrying out practical work done by praktikan system work on the part of graphic design is quite good and orderly and neatly structured with a complex arrangement of work space in each section, that is expected in the presence of these can improve the condition or better working atmosphere.

Similarly, some suggestions that can hopefully convey praktikan can be a useful input, and beneficial to all parties.

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**LAMPIRAN**

**Sketsa Perancangan Desain**

Gbr III. 1 Sketsa desain



Gbr III. 2 Sketsa Desain



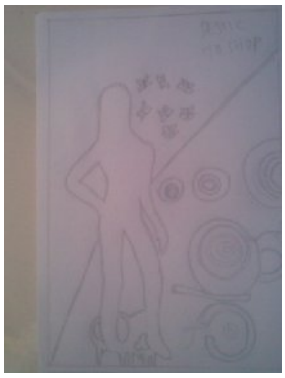
Gbr III. 3 Sketsa Desain



Gbr III. 4 Sketsa Desain



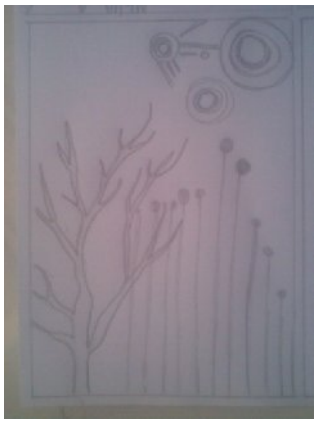
Gbr III. 5 Sketsa Desain



Gbr III. 6 Sketsa Desain



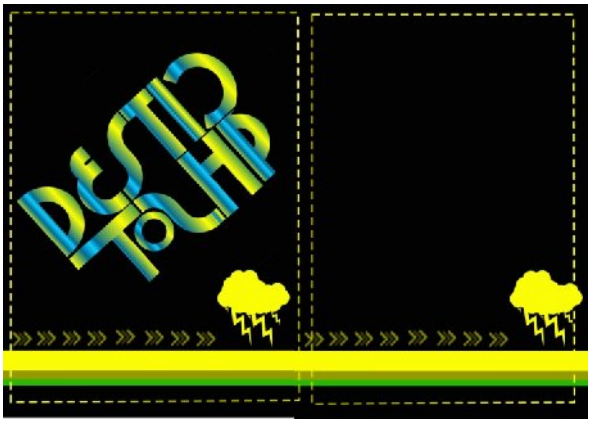
Gbr III. 7 Sketsa Desain



Gbr III. 8 Hasil Akhir Desain



Gbr III. 9 Hasil Akhir Desain



Gbr III. 10 Hasil Akhir Desain




Gbr III. 11 Hasil Akhir Desain




Gbr III. 12 Hasil Akhir Desain




Gbr III. 13 Hasil Akhir Desain




Gbr III. 14 Hasil Akhir Desain

