BAB IV

TEKNIS PRODUKSI MEDIA

IV.1 Teknis Produksi

Teknik perancangan identitas visual kemasan Bumami baik pada media utama juga media pendukung menggunakan software Corel Draw 14 dan Adobe Photoshop CS 3.

IV.1.1. Teknis Media

- Media utama



Gambar IV.1 Visual Kemasan Bumami, kemiri

Sumber : Dokumen pribadi

Ukuran : 8 x 7 cm

Material : plastic polyester, laminasi opp

Teknis produksi : cetak offset

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Gambar IV.2 Visual Kemasan Bumami, ketumbar

Sumber : Dokumen pribadi

Ukuran : 8 x 7 cm

Material : plastic polyester, laminasi opp

Teknis produksi : cetak offset



Gambar IV.3 Visual Kemasan Bumami, merica biji

Sumber : Dokumen pribadi

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Ukuran : 8 x 7 cm

Material : plastic polyester, laminasi opp

Teknis produksi : cetak offset



Gambar IV.4 Visual Kemasan Bumami, pala

Sumber : Dokumen pribadi

Ukuran : 8 x 7 cm

Material : plastic polyester, laminasi opp

Teknis produksi : cetak offset

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Gambar IV.5 Visual Kemasan Bumami, asem

Sumber : Dokumen pribadi

Ukuran : 8 x 7 cm

Material : plastic polyester, laminasi opp

Teknis produksi : cetak offset



Gambar IV.6 Visual Kemasan Bumami, ebi

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Sumber : Dokumen pribadi

Ukuran : 8 x 7 cm

Material : plastic polyester, laminasi opp

Teknis produksi : cetak offset

- Media pendukung



Gambar IV.7 Poster

Sumber : Dokumen pribadi

Ukuran : 29,7 x 42,0 cm

Material : Art paper 120 gram

Teknis produksi : cetak offset

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Gambar IV.8 Flyer

Sumber : Dokumen pribadi

Ukuran	: 14,8 cm x 21,0 cm
Material	: Art paper 120 gram
Teknis produksi	: cetak offset

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Gambar IV.9 Flag chain

Sumber : Dokumen pribadi

Ukuran	: 20 x 35 cm
Material	: Art paper 120 gram
Teknis produksi	: Cetak offset



Gambar IV.10 Seragam Bumami

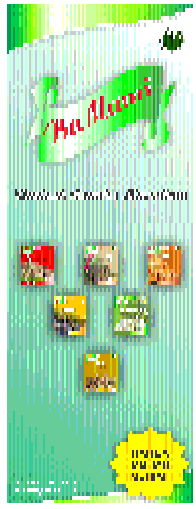
Sumber : Dokumen pribadi

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Ukuran : M, L

Material : T Shirt Vike

Teknis produksi : Sablon



Gambar IV.11 X Banner

Sumber : Dokumen pribadi

Ukuran : 160 cm x 60 cm

Material : Kertas Jerman

Teknis produksi : Digital Printing



Gambar IV.12 Hanger paper

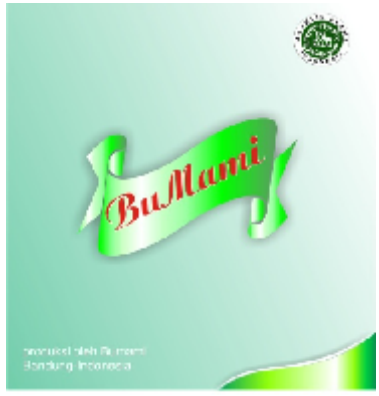
Sumber : Dokumen pribadi

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Ukuran : 28 cm x 10 cm

Material : duplex 290 gram

Teknis produksi : Cetak offset



Gambar IV.12 kemasan sekunder

Sumber : Dokumen pribadi

Ukuran : 9 cm x 8.5 cm

Material : plastik

Teknis produksi : cetak offset



Gambar IV.13 stiker rak display

Sumber : Dokumen pribadi

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Ukuran	: 20 cm x 22 cm
Material	: stiker cromo dan infraboard
Teknis produksi	: Digital printing

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