ABSTRACT

DESIGN OF VISUAL GRAPHIC GUIDELINES FOR UNITS BIRO KEMAHASISWAAN DAN ALUMNI (BKAL), UNIVERSITAS PEMBANGUNAN JAYA

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Accreditation has a crucial role for universities and study programs, including educational standard processes and quality assurance that can be trusted by all stakeholders. Student contributions in supporting study program accreditation include improving academic achievement, understanding the vision and mission, achieving learning outcomes, quality of graduates, interest in study programs, and strengthening relationships with alumni. Pembangunan Jaya University, has a Biro Kemahasiswaan dan Alumni (BKAL), which functions to develop students' soft skills through various student organization activities and interest and talent training. BKAL uses strong and consistent visual identity system guidelines to strengthen BKAL's image and standardization.

The research method used was mixed methods, including interviews with related sources, and observation of BKAL information media. Another method used is the design method through a design thought approach. The results of this research aim to design consistent and effective visual identity system guidelines for BKAL. Visual identity system guidelines that include logos, colors, typography and other visual elements that can be used consistently in various BKAL communication media. It is hoped that it will contribute to increasing the accreditation of Pembangunan Jaya University and help BKAL strengthen relationships between students and alumni so that they will be able to achieve the expected vision and mission.

Key words: Identity, Guidelines, Visual

References   :
Publication Years   :