

ABSTRACT

Visual Design Punk of “Sniffin Pubb” Magazine

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This research aims to design a visual magazine that suits the aesthetics and values of punk fans and fans. The main focus is on visual elements, such as punk iconography, color, typography, and other aesthetic elements, which are the main basis for designing the magazine. Through a design thinking approach, this research actively involves members and the punk community in the entire design process to understand the needs, preferences and values that they want to represent through the magazine. In implementation, magazine designs that have been approved and liked by community members are implemented in close collaboration with designers, photographers and other contributors. Evaluation is carried out to assess the success of the design based on reader response and active participation of the punk community. In addition, an online platform was built to support open communication between readers and the editorial team, as well as activities that support creative expression and unique identities of punk members or communities.

Key words: *Visual Design, Punk, Magazine, Fashion.*

References :

Publication Years :