

## CHAPTER II THEORETICAL BASIS

### 2.1 Literature Review

According to Adiputrie & Adriyanto, (2017) presented his research in a form the design of Adiputrie's book relies on photographys, design elements, and design principles to play a large role in displaying and communicating the overall content of his research. He claims that there are three key aspects that need to be considered and prepared:

#### 1. Typography

A visualized form of verbal communication, It is a critical aspect of graphic design and has multiple layer of depths, but there are some universal guidelines to follow and at the minimum, effort into ensuring the typographic qualities of the book follow the guidelines ensures a more appealing, and more legible reading experience

#### 2. Layout

Layout is described as the design elements towards the field of a particular project to support the concept that is brought with him.

#### 3. Photography

Photography or fotografi, is a combination of the Greek words Phos (light) and Graph (to draw). In other words, an art of drawing with light.

Adiputrie & Adriyanto, (2017) also claims the genre "Food Photography" is a genre where a photographer has the ability to capture the viewer by highlighting the exquisite side of the food through their technical and conceptual skills through the camera. Every photographer has – or at least develops their own distinct way of taking and presenting pictures, and every food has its own hurdles to best capture and present specific qualities of food.

Ridho, Heldi, & Kamal, (2019) claims that his photobook design uses the glass box method. By using the design process of this method, assumptions that are rational, systematic, can be explained from the knowledge that they have learned. He also said that this method is called the way of how the computer works,

computer always try to find causes and errors as we called now “troubleshoot”, as they found out the causes and errors, computer will try to find alternative solutions to problems that arise. Where if you want to design you need data, and then the data that is gathered will be processed and evaluated into a new source of data to make a new idea of design.

According to (Halimsaputra et al., 2019), The concept of presentation on a photo book is a result of photos that are visually beautiful and informative content can be a source of information for people who see this book. According to Halim Saputra research his photo book will be divided into 2 parts, the first part is to show people the places that where they will be heading and then the second part is the culinary food. Each section has a detailed view of division of what the place offers. The design of his photobook will show photos that have a story to tell.

Research Entitled as “PERANCANGAN BUKU PANDAN PARIWISATA KABUPATEN PEMALANG SEBAGAI MEDIA INFORMASI” by Abdillah, Swasty, & Komariah, (2019) Claims that on making a guidebook it is necessary to use an appropriate visual photography and a balance layout, with visual photography techniques he wanted to convey readers the impression of beauty through the unique characteristics of each tourist attractions, to able to describe the beautiful impression and also adding up also sentence phrases will be an outline of eye catching part for readers to receive informative information. This will help readers to absorb contents and visual that is presented. Informative display of content and visual with a high legibility makes readers understand easily of the information that has been given. On other viewpoints, color of quality in a book of photos makes an attractive interest tone to persuade viewers and also text in a guidebook has its own strengths as well, because it can be a source of information for readers who has never visited this place before.

Kesuma, Negara, & Aryanto, (2015) research on making food photography photo book involves Data, He stated that there are different types of data that needs to be collected to re-design a much better food photography photo book as following stated below:

#### 1. Data

Data is gathered directly from object, research are done through observational method, it can be through the data that have been already by other journalist or directly gather the data on sight

#### 2. Primary Data

Interviews was conducted by Kesuma with a non-formal structure and is not systematically arrange. Meaning that interviews will have different results with different kind of culinary

#### 3. Field Observation

Directly Kesuma comes to the observation field to collect necessary data by using the field as design object

#### 4. Secondary Data

Literature – This method is by reviewing information that are available in printed media, such as newspaper, books, magazines and journals.

Internet – This method is by researching data that is exist on the internet, the data are usually in the form of articles or comments.

To make a conclusion Kesuma is gathering data through sorts of method and then by compiling all the data that he has gathered into a new idea of design, in this way he could make a better photo book. Data is really important on the part of making photo book, different readers have a different type of perspective on what they are looking for in a photo book.

In this research, we use Abdillah techniques, which is taking appropriate pictures, text and a balance layout. So that readers will have a much easier time to understand. Table 1 below will compare the previous research that is related to the Final Project.

Table 1: Literature Review

No	Author	Year	Conclusion
1	Adiputre L.A & Adriyanto, A.R	2017	Making a good photobook requires design principles, not by just relying on good photos, but

No	Author	Year	Conclusion
			also the communication between readers and books are the main key of a successful photo book
2	Ridho Muhammad. I. & Heldi, M.S	2019	By using glass box method, Ridho uses a systematical method find errors of previous photo book and improving them as he eliminates problems from the previous book. Results are not perfect , every results that will help to create a better photo book
3	Halimsaputra, N, Banindro, B.S, & Yulianto, Y.H	2019	This research relies only on visually beautiful photos, and informative text information. His photo book are systemically arrange into 2 parts, view sights and culinary food. In this way readers know what they will expect when they arrive to this Area
4	Abdillah, M, F., Swasty, W., & Komariah, S.H	2019	By using appropriate pictures and text, readers will have an easier time to catch information on what's given on the photo book that. This method requires a balance layout and careful placement on photo's
5	Kesuma, N. R., Negara, I. N. S., & Aryanto, H	2015	Data that are collected by using different data gathering method such as, observation, interviews, internet, media, journals, comments are processed and complied into a new type of data to be studied. These data plays a big part of making a friendly interactive photo book

These articles that are stated have a general idea of how a good photo book is design. We can conclude that a good design photo book is where readers understand easily on what the photo book is telling about. Just that these 5 research has a different way of designing a photo book. Adiputre & Adryianto (2017) uses design principles as their foundation on making a photo book, which is stated that they do not rely only on good photos and text but also the understanding



communication between readers and books. As for Ridho Muhammad & Heldi (2019) uses a different method, which is glass box method. He uses a systematical method, by eliminating trials and errors. He excels on a better idea as previous photo books errors gives him idea on what's the previous book missing off. Halimsaputra, Banindro & Yulianto (2019) is entirely different he insist claims that taking visually beautiful photos and informative phrases will be the main key of designing a good photo book. Systemically he will also have to arrange the pictures and text in order so that the readers do not get confuse on what they are reading. Abdillah, Swasty & Komariah(2019) uses a more simplified method, by using appropriate photos, text and a very balance layout to deliver readers the information that are only needed. Abdilah and Halimsaputra has a reverse method, his idea is much more simple, while Halimsaputra has a much more complex method. But in general they both have the same goal. While Kesuma, Negara & Aryanto method are much more technical, by gathering and collecting data, Summarizing all the data information that they have gotten, and then think of a new idea to make a better photo book. To summarize the 5 research as stated on top, We have decided that the photo book by using Abdillah, Swasty & Komariah method would the best idea in designing "FOOD PHOTOGRAPHY ON PHOTOBOOK OF TANJUNG BALAI KARIMUN EXQUISITE FOOD"

## 2.2 Theoretical Basis

In designing a photo book, we will make a theoretical foundation. This part below is a collection of theories that will be used to strengthen theories in a study. The theory study will be listed as following below:

### 2.2.1 MDLC Method (Multimedia Development Life Cycle)

MDLC (Multimedia Development Life Cycle) according to Prasetyo & Bastian, (2017) this development methodology consists of six stages which is Concept, Design, Material Collecting, Assembly, Testing and Distribution.

In her study as well, (Prasetyo & Bastian, 2017) mentions also that by using MDLC methods can provide a good benefit from the start of the concept

until the last step of distribution, so even if there is an error on one of the steps, it can quickly be fixed.

### 2.2.2 Multimedia

Safaat H, Yanti, & Sari, (2016) claims that Two Latin words, *multus* and *medium* which means a lot and intermediary, in human English language is called Multimedia. By general, multimedia is an intermediary of combined elements of text, photo, graphic arts, sound, animation and videos. It also can be interpret as a combination of several elements.

(Safaat H et al., 2016) also claims that Multimedia is capable of presenting information that can be seen, heard and finish, so that multimedia can be very effective as a tool of teaching and learning process. There are some advantage key points that multimedia can offer according to Safaat, Yanti, & Sari (2016)

1. Media as presenting information
2. Attract attention and interest through text, video or animation
3. Improve the quality of delivering information in different ways
4. Being interactive, by creating a two-way of relationship between multimedia users.

(Siregar, Siregar, & M, 2018) quoted that Multimedia is a combination of diverse media in the form of text, images (vector or bitmaps), graphics, sound, animation, video, interaction and etc. That haven been packaged into digital files, that is used to deliver message to the public or user.

Multimedia will be a great help to students, because it meets the criteria needs of a student in learning styles both visually, auditory and kinesthetic. Siregar also claimed that Multimedia is commonly used in the current age for education, mastery of it will enable a student to receive and process information easier.

According to Purba, (2019) Multimedia has change the way that people communicate with each other. For example in terms of sending and receiving information, it is now more effective to understand. Purba also explained that there are several multimedia elements as stated below:

1. Text is a combination of letters that forms into a word or sentence that explains a specific information
2. Graphics is a component of digital picture or in other words itself is picture that has been made and stored in digital form. Formats such as JPEG, GIF and PNG
3. Image is the delivery of information in visual form. When words cannot be explain, image takes a big part to deliver to explain information
4. Video is complex combination of multimedia elements, that can show simulations on real objects.
5. Animation is a display that combines text, graphics and sound media into a movement activity.
6. Audio is defined as various kind of sounds in digital form. Serve a purpose of a background

#### 2.2.3 Photography

According to Hidayat & Arumsari, (2017) research, Photography is the art and process of producing an image through light on film or press surface. Key points of elements in photography are lighting, color and composition. Wahyudi & Arumsari, (2019) also said that photography is a painting occurrence with light that can display images of an object, reflection of light from object to produce an appealing result.

Rahmawati, Sariwaty, Octaviani, & Rahmayani, (2020) also said that photography is a form media communication use to convey messages or ideas to deliver information. Basically is also an activity that is being manipulate by light to get the result

#### 2.2.4 Camera

According to (Bhalerao et al., 2016) Camera is an optical instrument that records images. A device of multifunctional purpose. Camera has similar function of a human eyes, Camera capture images by collecting light that is reflected off an object and then creating an image that is stored on a memory card. Aditiya & Sandra, (2020) studies says that Noise is one of the component that

almost all camera have problem with, caused by the physical interaction on acquisition tools, leading to improper processing, like black or white spots appear on image. He also claims that there are three important camera settings that are used, to make the picture look better:

### 1. ISO

Level of sensitivity of the camera to available light. This is usually measured in numbers. Lower numbers represent lower sensitivity to available light, while more numbers means more sensitivity.

### 2. Shutter Speed

The length of time that the camera shutter is open to expose light to the camera sensors. Shutter speed are measured in a fraction of second. Slow shutter speed allows more light to the camera sensor and is used for low light and night photography and also shutter speed can also help to freeze motion or movement.

### 3. Aperture

Aperture controls the depth of field in a photo, which a part of a object is sharp and the background is blur. Small aperture the depth of field is large, it works vice-versa if the aperture is large, The depth of field is small.

(Bhalerao et al., 2016) also claims that there are different types of shooting modes on photography, they are divided as automatic modes, semi, and fully manual mode.

1. Portrait Mode: This mode is usually background blur and focusing on the object that is being highlighted. Selects large aperture.
2. Macro Mode: This mode is a close up mode to take images.



3. Landscape Mode: This mode is the opposite of Portrait Mode. Selects Small aperture, ensuring that most of the view or scenery are focused.
4. Sports mode: This mode is design for moving object, this mode attempts to freeze the action by increasing the shutter speed.
5. Night Mode: this mode is design to shoot in low light area. Selects your Camera to use longer shutter speed, to capture details of the background while on low light

#### Semi-Automatic Modes

1. Aperture Priority Mode :This mode is to ensure you have a balance exposure on images
2. Shutter Priority Mode: This mode you only set the shutter speed and the camera will choose the rest.
3. Program Mode: this mode gives more control features like flash, white balance, ISO.

#### Fully Manual Mode

On this settings you have the full control of the camera, depending on your skill you have the choices to decide whether you want to increase ISO, Shutter Speed and Aperture.

#### 2.2.5 Tools Usage

##### 1. Adobe Photoshop

According to Setyanti & Khabibah, (2017) Adobe Photoshop is an image editor software that is specialized for image editing. This software is widely used by photographers all around the world and it is one of the best image editing software out there for a budget price. In this project adobe photoshop functions as to crop the unnecessary part of the picture and erase some colored background that are not needed on the photo book design

## 2. Corel Draw 2018

Corel Draw 2018 is a software specialized in making content of visualized picture, it works almost the same as paint, but has much more detailed function. According to (Dirgantoro & Utomo, 2018) it is also a versatile and utilized software by designers from various genre, such as art, logo design, poster, brochures, hard cover and etc. Due to this software is not used by many people, but most of people, whom run a printing business will definitely will use this application a main software. Due to it's easy to learn. We are using this software to design the layout placement of the photo book.