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PHOTO DESIGN OF SEMBULANG VILLAGE USING EDFAT METHOD

**Garlyanto Basri
1631026**

ABSTRACT

Sembulang is one of the villages in Galang sub-district, southeast of Batam, which has its own charming natural beauty. Many foreign tourists and local people enjoy the beautiful sunrise and sunset in Sembulang Village. Sembulang Village does not only have natural tourism potential, but also has a cultural value that is still upheld diligently, such as various kinds of handicrafts and special foods that make Sembulang village has its own uniqueness compared to other tourist villages. Because of the lack of information and description about the existence of Sembulang village, Sembulang village has less visitors. Therefore we designed this photobook to provide information in the form of a description of the existence of a toast. This research uses the EDFAT method, Observation and also interviews and Adobe Lightroom CC 2018. The results of this study explain that the concept used by the author is Frame within Frame, Rules of Thirds, Leading Line, Negative Space

Keywords: *Photos, Photobook, Color Grading, EDFAT, Adobe Lightroom*