

" KATALOG PROMOSI PREWEDDING DAN WEDDING DENGAN TEKNIK POP UP "
Program Studi Desain Produk (Grafis dan Multimedia)
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ABSTRAK

Katalog promosi berperan penting dalam suatu media promosi suatu vendor, karena media promosi harus dapat menampilkan apa yang dijual. Perkembangan media promosi pada saat ini sangat bervariasi mulai dari media online, brosur, tv, dsb. sehingga perlu inovasi untuk menarik perhatian para calon pelanggan. Maka perancang membuat media promosi berupa katalog dengan teknik pop up.

Desain pada pembuatan katalog promosi prewedding dan wedding dengan teknik pop up ini menggunakan beberapa teknik *pop up* yaitu : *V-Folding, Pull Strip, Pull Flip, Pull stand, Flip Show, Rotating Circle in a Mountain V-fold.*

Kata kunci : pop up, katalog, media promosi, teknik

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ABSTRACT

Promotional catalogs play an important role in a media promotion of a vendor, because the media campaign should be able to display what is sold. The development of promotional media at this time is very varied ranging from online media, brochures, tv , etc. so it needs innovation to attract the attention of potential customers. So the designer makes a promotional media in the form of catalogs with pop up techniques.

The design of the prewedding and wedding promotional catalog with pop up technique uses several pop up techniques: V-Folding, Pull Strip, Pull Flip, Pull Stand, Flip Show, Rotating Circle in a Mountain V-fold.

Keywords : *pop up , catalogue, media promotion, technique*

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