

ABSTRAK

Judul : Perancangan Event Balap Burung Merpati dalam tema Lomba
Fotografi
Nama : Ryan Cahya Yuniar
Program Studi : Desain Komunikasi Visual

Untuk membangun media informasi tentang balap burung merpati, salah satunya lewat penyadaran secara visual yang menceritakan keragaman hayati, karena itu dibangun lomba fotografi untuk memperingati hari pos sedunia. Dengan diadakannya lomba Fotografi Balap Burung Merpati, diharapkan fotografer burung atau *wildlife* akan tertarik pada lomba ini dan sekaligus meningkatkan penggemar balap burung merpati. Untuk menghimpun data atau sumber yang berhubungan dengan topik yang diangkat dalam penelitian menggunakan berbagai sumber, seperti jurnal, buku, majalah, internet, pustaka dan sumber informasi lainnya. Pada lomba fotografi mengambil beberapa foto dan diolah menggunakan software Adobe Photoshop untuk membuat poster promosi dengan ukuran 50x70.7cm dan 29.7x42cm. Dengan menggunakan warna abu-abu gelap warna ini sebagai dominan transisi antara dua non-warna terkesan semakin dramatis dan misterius, C:65, M:61, Y:59, K:45, #464343. Komposisi asimetri meletakkan fokusnya tidak di tengah-tengah, dan paduan unsur-unsur di bagian kiri tidak sama dengan yang di bagian kanan, tetapi tetap memancarkan keseimbangan.

Kata kunci: perancangan media promosi, merpati balap, lomba fotografi

ABSTRACT

Title : Designing Pigeon Racing Events in the theme of Photography Contest

Name : Ryan Cahya Yuniar

Study Program : Visual Communication Design

To build information media about pigeon racing, one of them is through visual awareness that tells about biodiversity, because of that a photography competition was built to commemorate world postal day. With the holding of the Pigeon Racing Photography competition, it is hoped that bird or wildlife photographers will be interested in this competition and at the same time increase the fans of pigeon racing. To collect data or sources related to the topics raised in research using various sources, such as journals, books, magazines, internet, libraries and other sources of information. In the photography competition, several photos were taken and processed using Adobe Photoshop software to create promotional posters with sizes of 50x70.7cm and 29.7x42cm. By using dark gray as the dominant color, the transition between the two non-colors seems even more dramatic and mysterious, C:65, M:61, Y:59, K:45, #464343. Asymmetrical compositions put the focus off the center, and the mix of elements on the left is not the same as those on the right, but still exudes balance.

Keywords: promotional media design, racing pigeons, photography competition