



## Design Aesthetic in Visual Communication Effectiveness: Poster Analysis Event Finder #3 DKV UPI

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### Abstract

*This research is entitled Design Aesthetics in the Effectiveness of Visual Communication (Analysis of Event Poster Finder #3 DKV UPI). It is motivated by the need for visual communication in the DKV UPI Dies Natalis event to understand the role of design elements and principles in a poster as a promotional media. Visual communication is a key element in creating effective posters and illustrations, especially when promoting events. This article analyzes the effectiveness of visual communication in the promotional poster design for the 3rd Dies Natalis event "FINDER 3" Visual Communication Design (DKV) learning program, Universitas Pendidikan Indonesia (UPI). This study examines how design elements such as typography, color, composition, and imagery are used to communicate messages effectively to target audiences. This study uses a qualitative approach with an analysis of design aesthetics in the form of design elements and design principles to understand how meaning is conveyed through visual elements. The study shows that the use of contrasting colors, typography, and balanced composition play an important role in attracting attention and making messages easier to understand. Illustrations that match the theme of the event are also important elements in adding to the appeal of posters. This article is expected to contribute to more effective and informative visual communication design practices in the future.*

**Keywords:** *Poster Design, Poster Illustration, Visual Communication.*

### Introduction

Visual communication is one of the media that can convey messages effectively through visual media such as posters and illustrations. As part of event promotion, posters not only function as information tools but also as persuasive media to arouse the interest of the target audience. Pendit (2019) states that promotion through poster design media is very powerful in conveying messages.

The development of visual communication design education, especially graphic design, today has grown rapidly along with the development of existing technology. The effectiveness of visual communication is very important in the context of promoting academic events, because the messages conveyed must attract the attention of various audiences and convey information clearly and effectively. Visual communication design is very familiar with human life which is a socio-cultural representation of society, and one of the

manifestations of culture in the form of products of values that prevail at a certain time.

"FINDER 3", the 3rd Anniversary of Visual Communication Design Research Program (DKV) of Universitas Pendidikan Indonesia (UPI), is an important event that requires effective visual communication support to be successful. FINDER 3, an annual event that combines education and entertainment, aims to engage students, lecturers, staff, and the general public. Advertising posters play an important role in conveying topics, processes, and other details.

Based on the above background, the problem formulation proposed in this study is: "How effective is the visual communication in the poster design of "FINDER 3" in conveying the message and arousing the interest of the target group?". The purpose of this research is to analyze the effectiveness of visual communication elements in the poster design of DKV UPI's event "FINDER 3", and especially how these elements affect the perception and reaction of potential audiences.

This research is expected to enrich the literature on visual communication design, especially the analysis of visual communication effectiveness in advertising media. The findings can also be used by students and academics as a reference in designing effective advertising media. This research can be a guide for graphic designers and visual communication professionals to design more effective and efficient posters, especially in promoting an event. This is expected to improve the quality of visual communication when promoting similar events in the future.

## Method

This study uses a qualitative approach with aesthetic design analysis. The data used in this study is the design of the "FINDER 3" poster, which is analyzed based on visual elements such as color, typography, composition, and illustration. This analysis focuses on how these elements, as well as design principles, are used to convey messages and influence the audience. Design itself is a process of thinking and feeling that creates something by combining facts, construction, function, and aesthetics to meet human needs (Irma Rochmawati, 2020, p. 3).

The basic assumption based on the theory of this research is as follows. "The design of the FINDER 3 poster, which combines visual elements and appropriate design principles, will convey the message more effectively and spark the interest of the target audience." The novelty of this research specifically focuses the author's analysis on advertisement posters for academic events in the context of higher education, which has been underexplored in the literature of visual communication design. Posters have several benefits, such as being a tool to attract public attention with the information presented, serving as informational guides, acting as warnings, and offering a creative medium for those interested in design (Ardiane Rossi Kurniawan Maranto, 2022, p. 117). Furthermore, this research provides an analytical approach that combines semiotic theory and contemporary design principles, offering a new perspective to understand the effectiveness of visual communication.

Therefore, this study is also relevant and timely in the context of the development of technology and digital media, which continue to expand the scope of visual communication, particularly in the application of posters as promotional media for events.

## Result and Discussion

This study analyzes the design of the poster for the 3rd Anniversary event of the Visual Communication Design (DKV) Study Program at the Universitas Pendidikan Indonesia (UPI) titled "FINDER 3." The analysis focuses on design elements and design principles. Design elements are the components used to realize a design (Patappa, 2019, p. 90).



Figure 1. Poster for the FINDER 3 Event DKV UPI

## Design Elements of the FINDER 3 DKV UPI Poster

### 1. Design Elements: Point, Line, Shape

As a basic element, the point draws attention to important parts of the poster, such as the title or key information, thus providing a clear visual focus. Points can form various dynamic configurations, but as a unity or in an organized arrangement, these points tend to become the center of the design, creating a "focal point" that is designed to attract attention. In the application on the FINDER 3 DKV UPI event poster, the point element is also used as the texture of the background illustration.



Figure 2. Point Element of the FINDER 3 DKV UPI Event Poster

Lines are used strategically to create structure and guide the viewer's gaze, as well as separate different elements of the design, such as the title and event details. The use of lines can have an emotional impact and create patterns within the visual image (Januariyansah, 2018, p. 6).

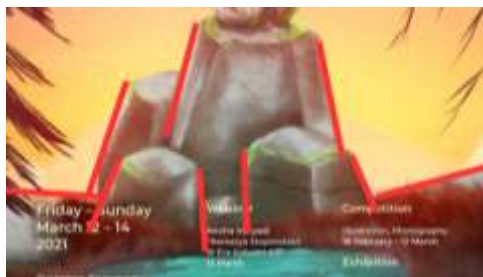


Figure 3: Line Element of the FINDER 3 DKV UPI Event Poster

Shape or area is a fundamental aspect of art and is crucial for making a design visually appealing (Cynthia Melinda, 2023, p. 24). In the FINDER 3 DKV UPI event poster, shapes and areas are used in the illustration of the DKV UPI logo. Areas filled with color or images create a background that supports the main elements of the poster, giving a sense of visual unity and providing the context necessary for the message being conveyed.



Figure 4: Shape Element of the FINDER 3 DKV UPI Event Poster

## 2. Design Elements: Texture, Negative Space, Typography

The texture of the "FINDER 3" poster adds depth and visual uniqueness, creating a more engaging and enriching experience for the viewer.



Figure 5: Texture Element of the FINDER 3 DKV UPI Event Poster

Negative space is used to highlight key elements clearly and avoid visual clutter. In the FINDER 3 DKV UPI event poster, negative space is applied through the use of contrasting colors on the objects and the background. Using negative space creates balance and helps the audience focus on the essential information.



Figure 6: Negative Space Element of the FINDER 3 DKV UPI Event Poster

Letters or typography are symbols in writing that represent sounds in a language (Ni Wayan Nandaryani, 2021, p. 410). The choice of font, size, and text layout contributes to readability and clear communication of information, ensuring that the message of the "FINDER 3" event is received and understood by the target audience. The font used for important event information such as time, event names, and speakers is Sans Serif. For the event's name, a custom-designed font is used.



Figure 7: Typography Element of the FINDER 3 DKV UPI Event Poster

Tabel 1. Analysis of Design Elements in the "FINDER 3" Poster

Design Element	Description	Contribution to Communication Effectiveness
Point	Points are used to highlight key elements such as the title and important information.	Draws attention to important elements and provides a focal point in the design.
Line	Lines are used to divide areas of the poster, guide the viewer's gaze, and create visual structure.	Helps create structure, guides the audience's eyes, and organizes content.
Shape	Areas filled with dark blue and bright yellow provide a contrasting background.	Creates visual balance, supports main elements, and enhances readability.
Texture	Texture is applied to graphic elements to add depth and nuance.	Adds visual dimension and enriches the audience's experience with additional details.
Negative Space	Empty space around text and illustrations is used to create balance.	Avoids visual clutter, highlights key elements, and facilitates message comprehension.
Typography	Typography includes the use of sans-serif for the title and serif for additional text.	Enhances readability, creates a hierarchy of information, and conveys the message clearly.

And more

### Design Principles of the FINDER 3 DKV UPI Poster

#### 1. Design Principle: Unity, Balance, Proportion

The principle of unity in design refers to how visual elements work together to create harmony and consistency in a composition. The FINDER 3 poster achieves unity through the use of a harmonious color palette, consistent typography, and complementary illustration elements. The dark blue background and bright yellow accents create a consistent relationship between key elements such as the title and event information, giving the overall design a sense of coherence and unity.



Figure 8. Unity Design Principle in the FINDER 3 DKV UPI Event Poster

Balance in design refers to the even distribution of visual elements to create a stable and symmetrical composition. The FINDER 3 poster uses symmetrical balance, with the title and main illustration elements placed at the center, while additional text and event details are strategically positioned around the main elements. Using symmetrical composition when arranging elements creates better visual balance and prevents the poster from appearing cluttered or empty in certain areas. The symmetrical composition in this poster is applied to both the illustration and the layout of the text and event details.

The principle of contrast in design elements is evident through differences in size, shape, and color combinations found in each visual element (illustration, typography, and color), creating emphasis or highlighting (Made Dwi Angga Pradika, 2020, p. 62). The contrasting colors used in the poster are derived from complementary primary and secondary colors (Hanifah, 2019, p. 412). The use of contrasting colors such as turquoise and yellow, which are opposites on the color wheel, creates both contrast and harmony.



Figure 9. Balance Design Principle in the FINDER 3 DKV UPI Event Poster

Proportion is one of the most fundamental elements in the geometric process of design (Soraya Masthura Hassan, 2018, p. 33). Proportion refers to the relationship in size between elements in a design, influencing how viewers perceive and interpret the information. In the FINDER 3 poster, proportions are carefully adjusted to ensure that important elements, such as the event title, receive adequate attention compared to additional text. By varying the color contrast of green and yellow, a clear visual hierarchy is created. Green, as a color associated with nature, evokes a calm and relaxed atmosphere, which also promotes a sense of tranquility and energy renewal (Desiana Nur Indra Kusumawati, 2022, p. 47).



Figure 10. Proportion Design Principle in the FINDER 3 DKV UPI Event Poster

## 2. Design Principle: Emphasis, Rhythm, Focus

Emphasis in design is used to draw attention to key elements considered important. The use of emphasis helps establish a visual focal point, aiming to highlight one element as the center of attention (Kusumowardhani, 2020). This poster emphasizes the title and event date through large font size and contrasting colors. This technique allows these elements to be immediately visible and easily identified by the audience, while additional information remains in the background but is still accessible.



Figure 11. Emphasis Design Principle in the FINDER 3 DKV UPI Event Poster

Rhythm in design refers to the repetition or flow of elements, creating movement. In visual arts, rhythm is continuously present through the repetition of shapes or changes in position from one element to another (Husni Mubarat, 2021, p. 130). Rhythm in design is achieved by repeating visual elements to create an engaging flow. The FINDER 3 poster achieves rhythm through the repetition of graphic elements and consistent color patterns throughout the design. By using repeated decorative elements and consistent typography, a visual rhythm is created that naturally draws the viewer's attention from one element to the next, maintaining engagement and interest across the entire poster.



Figure 12. Rhythm Design Principle in the FINDER 3 DKV UPI Event Poster

Focus refers to the area where the audience's attention is primarily concentrated. This poster focuses on key illustrations related to the event title and design theme. By placing these elements in strategic areas and using contrasting colors along with attractive font sizes, the main message is ensured not to be overshadowed by other elements. The FINDER 3 poster ensures that key elements are highlighted to effectively and clearly communicate important information.



Figure 13. Focus Design Principle in the FINDER 3 DKV UPI Event Poster

### Discussion of Design Guidelines for Improving the Finder DKV UPI Event

Posters can be an effective promotional medium for communicating an event, making it essential to apply design guidelines that focus on consistent visual identity and the effective use of design principles and elements. Consistency in visual identity can be achieved by maintaining elements such as logos, color palettes, and typography. This not only increases event brand awareness but also creates a professional and trustworthy impression. Additionally, all materials for the event should prioritize the use of contrasting, dynamic colors and clear, legible typography so that the information is easily understood by the target audience.

The application of balanced composition principles is also crucial for creating an engaging and effective design. A good visual composition places important elements such as the title and illustrations in strategic positions to attract attention and guide the viewer's gaze.

By following these guidelines, the FINDER DKV UPI event can enhance its appeal and ensure that the message conveyed through the visual design reaches the audience effectively and memorably.

## Conclusion

From the analysis, it can be concluded that the "FINDER 3" poster design successfully achieves effective visual communication through the use of design principles and elements, employing the right combination of color, typography, composition, and illustration. Visual communication can literally be defined as the process of transforming ideas and information into a form that is readable and responsive (visually) (Devi Nadya Putri, 2020, p. 74). This effective poster design not only captures the audience's attention but also communicates the message clearly and promotes the event in a straightforward and easy-to-understand way.

The results provide empirical evidence that the correct use of design principles can enhance the effectiveness of visual communication in promotional media. This research is expected to provide guidance to designers and practitioners in developing more effective poster designs.

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