Training Graphic Design to Improve Student Creativity

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Abstract

Pangkah 1 Public High School, is an educational institution that provides formal education, Pangkah 1 Public High School located at Jl. Raya Kalikangkung, Pangkah District, Tegal Regency, with a distance of ± 15 Km from the Tegal Pancasakti University campus. Computer subjects given to students at SMA Negeri 1 Pangkah are still limited to basic computer knowledge. Armed with this basic knowledge, of course, students must redevelop their creativity in the digital world. The extracurricular provided by SMA Negeri 1 Pangkah is only in sports, scouts and music. Therefore, students at SMA Negeri 1 Pangkah as a millennial generation must be able to take advantage of the digital world to be able to improve their abilities so that they can be used as one of the provisions in facing competition in the world of work later. Besides that, SMA Negeri 1 Pangkah does not yet have a graphic design subject, so community service activities are carried out to hold a graphic design themed training for 1 day. Through this community service program, it is hoped that it can increase student creativity in knowledge and graphic design skills. The results showed that the participants were very enthusiastic in participating in this graphic design training activity. Participants can get to know graphic design and can practice the applications used to make the graphic design.

Keywords: Graphic Design Training, Student Creativity Development, Digital Education, Educational Graphic Design, Digital Student Creativity.

1. Introduction

Current technological developments demand increased skills possessed by millennials in the world of work. One of the skills recommended for improvement by millennials, especially high school students, is graphic design skills through subjects that can be organized by the school and students can learn on their own by referring to various sources of information currently available online. Graphic design is a form of visual communication that uses images to convey information or messages as effectively as possible.

In graphic design, text is also considered an image because it is the result of abstraction of symbols that can be sounded. Graphic design is a form of applied painting (drawing) that gives freedom to the designer (designer) to choose, create, or arrange visual elements such as illustrations, photographs, writing, and lines on a surface with the aim of being produced and communicated as a message. The images and signs used can be in the form

of typography or other media such as pictures or photography. Graphic design is generally applied in the world of advertising, packaging, film, and others. With their graphic design skills, students can also create a work or graphic design product with various models and shapes, for example graphic design products that are available on the free market,

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Graphic design in the view of communication science is a method of conveying visual messages in the form of text and images from communicators to communicants. In designing newspapers, for example, graphic designers need knowledge of the habits of media readers in order to easily design suitable layouts and visuals. This is with the motive that the message to be conveyed by the media is received and reaches the reader. Graphic design is also commonly called visual communication design. In making print media promotion designs, attention must be paid to understanding the essence of the visual world and art (aesthetics). Because graphic design applies the elements and principles of design (composition) in producing a visual work. (Sitepu, 2004)

According to Jessica Helfand in Vincent Sitepu, defines graphic design as a complex combination of words and pictures, numbers and graphics, photographs and illustrations that require special thinking from an individual who can combine these elements, so they can produce something. something special, very useful, surprising or subversive or something memorable. (Sitepu, 2004)

Graphic design is work in the field of visual communication related to graphics (prints) and/or two-dimensional, and static (not moving and not time-based images) fields. In particular, graphic design is the skill of composing and designing visual elements into information that the public/society can understand. The graphic design profession handles graphic communication concepts, designs and aligns elements displayed in designs (letters, images and/or photographs, graphic elements, colors) according to communication goals, and overseas production (printing). In their work, graphic

designers give briefs and directions to illustrators or photographers so that the results obtained are in accordance with the design plans. (Widya et al., 2016)

The field of graphic design is part of the science of art that is used to communicate. Therefore, there are several things that are required for those who will work in this profession, including insight, skill, sensitivity, and creativity. In the book FI9UR, Yongky Safanayong reveals "Designers must be smart, not only strategic but also tactical". In the field of graphic design competence, the things that must be mastered as preconditions before working are as follows: (a) work attitude (attitude); (b) knowledge, skills, and sensitivities (skills, knowledge, and sensibility); (c) creativity. (Widya et al., 2016)

Broadly speaking, graphic design is divided into the following categories: (a) printing which includes designs for books, magazines, posters, booklets, leaflets, flyers, pamphlets, advertisements, and other similar publications; (b) web design (design for web pages) or interactive design; (c) films, including TV commercials, animations and interactive multimedia; (d) identification (logo), EGD (Environmental Graphic Design) is a professional design that includes industrial design (advertising, branding, company profile, etc.); (e) product design, packaging, packaging, merchandise, and so on. (Widya et al., 2016).

The provision of graphic design training to students at SMA Negeri 1 Pangkah aims to provide knowledge and graphic design skills to students so that students can use these skills in designing posters and brochures regarding activities organized by the school.

Based on the situation analysis, several problem formulations can be taken, namely: (a) How can students design business cards, brochures or logos that can be used as provisions and support in daily activities; (b) How to provide a solution in understanding graphic design so that it can be applied in daily activities. This service activity aims to provide theory and training to Pangkah 1 Public High School students in making graphic designs in the form of business cards, brochures or logos.

2. Method

The method of activities carried out in this community service activity is the method of presentation, discussion, and training practice. Overall, the method of implementing this community service activity is as follows:

1. Preparation phase

   The preparatory phase includes conducting initial visits to partners, this is intended to find out the conditions of partners, besides that it also aims to determine the location of the training, participants involved, determine the schedule of activities.

2. Stage of Making Teaching Materials

   At this stage, the process being carried out is to make teaching materials for training activities starting in early June 2022. As well as studying the use of applications that will be used in training activities.

3. Software Installation Stage

   At this stage the team members went to school to install the CorelDraw X7 software on a computer located at the Pangkah 1 Public High School Computer Laboratory. After completing the installation process, a trial was carried out on the CorelDraw X7 software to see if it could function properly and according to the computer specifications contained in SMA Negeri 1 Pangkah.

4. Stage of Training Implementation

   The training was conducted at the Pangkah 1 State High School Computer Laboratory on June 7 2022, from 09.00 WIB to 12.00 WIB at the Pangkah 1 State High School Computer Laboratory. The Implementation Team consists of 3 (three) people whose job is to explain the material in front of the participants using a notebook and projector. The roles of explaining and helping participants are carried out alternately within the team.

   The material presented during the training process is:

   a.   Introduction to CORELDRAW X7

   b.   Getting to Know the Shaping Function in CorelDraw

   Students are divided into 1 group there are 18 students. As a form of student participation, at the end of the activity a certificate link was distributed to the participants with the aim that all students who took part in the training would receive a certificate.

5. Stage of Making a Community Service Report

    After completing the training activities, a final community service report will be made as a form of accountability for the implementation of this community service activity.

3. Results and Discussions

3.1 Tools and materials

Equipment and electronic components that will be used in this design include:

1. Laptops, with specifications:
    a) Processor Intel Core i3-5005U, 2.0GHz,
    b) Windows 10 Operating System,
    c) 4gb Ram,
2. Software
    a) CorelDraw
    b) Photoshop

3.2 How to Make a Stamp in Corel Draw

The stamp usually contains the name of a company or an agency logo. As the world of design continues to grow, stamps now have a variety of unique shapes. But what is very familiar or we often see is a round stamp. In the past, stamps were only black, but now they have various colors, including red, purple and blue.

The stamp will be engraved on solid wood or rubber. Before carving, of course there must be a stamp design first. Because this is a CorelDraw tutorial, so if you are a CorelDraw user, you can make it with this application.

Because the CorelDraw application has provided a lot of facilities and tools. In this service using CorelDraw X7 software. You can follow this method with the latest or old version of CorelDraw like CorelDraw X3, X4 or even X8. How to make a stamp in CorelDraw X7 below.

1. First open the CorelDraw application on your PC or laptop.

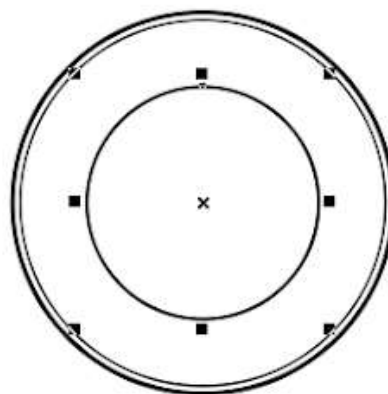2. Then create a circle object using the Ellipse tool.
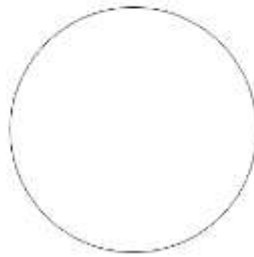
In order for the result to be perfectly round, press and hold down the Ctrl key while creating a circular object. Then increase the line size to 2.0 mm.
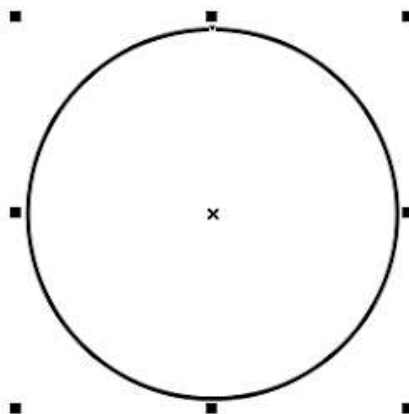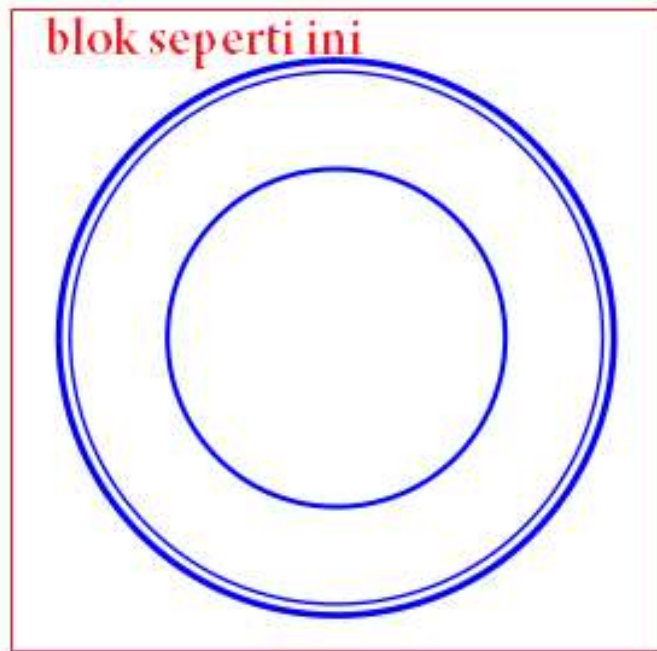

Next, copy the circle, reduce its size and adjust the size of the outline as shown below.
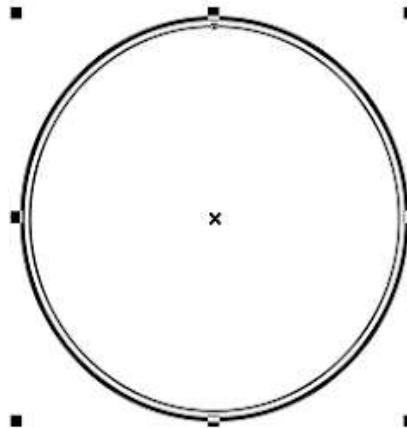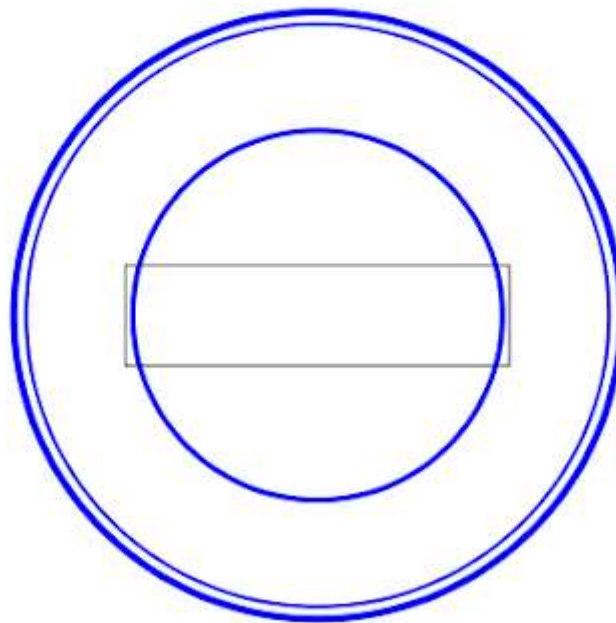
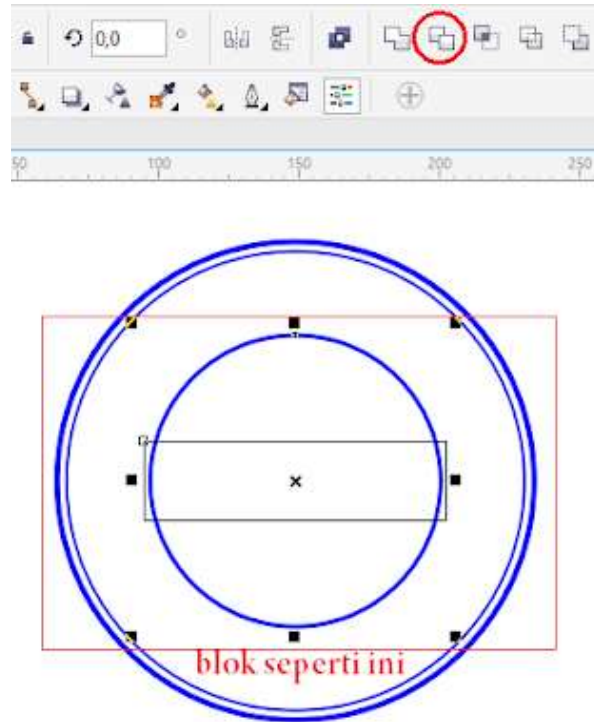Copy again the circle made earlier and set the line size to 1.5 mm like this.

Then block everything and color it. The way to give it a color is to right-click on the color you choose.
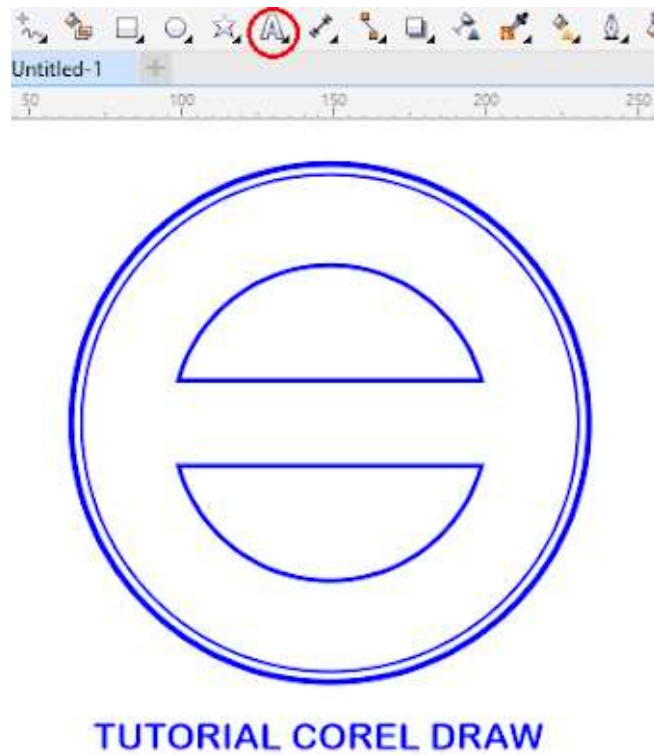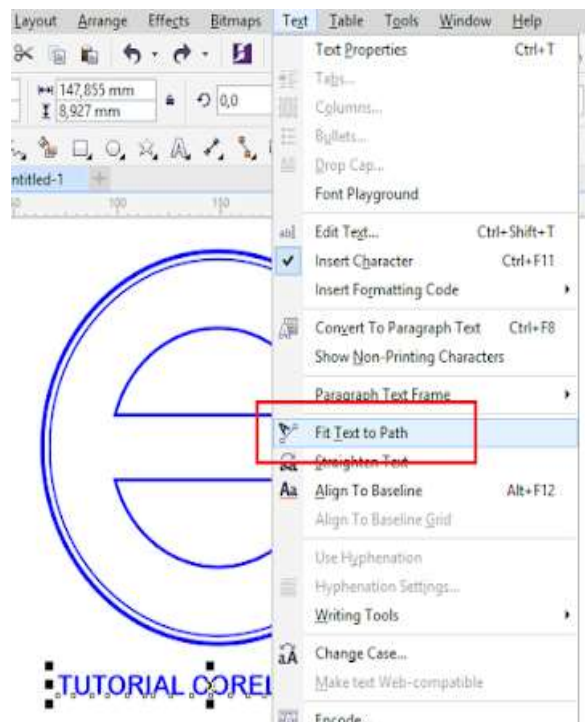
Next, make a rectangle using the Rectangle tool and place it as shown below.

Block the object, an order will appear at the top, select Trim to cut.

blok seperti ini

Make writing using the Text tool and give it a color according to your taste.

TUTORIAL COREL DRAW

Then select the text that was made earlier, in the menu above select Text > Fit Text to Path.

Point to the upper arch then the result will be like this. If your writing is upside down, you can set it in the menu that the admin marked.
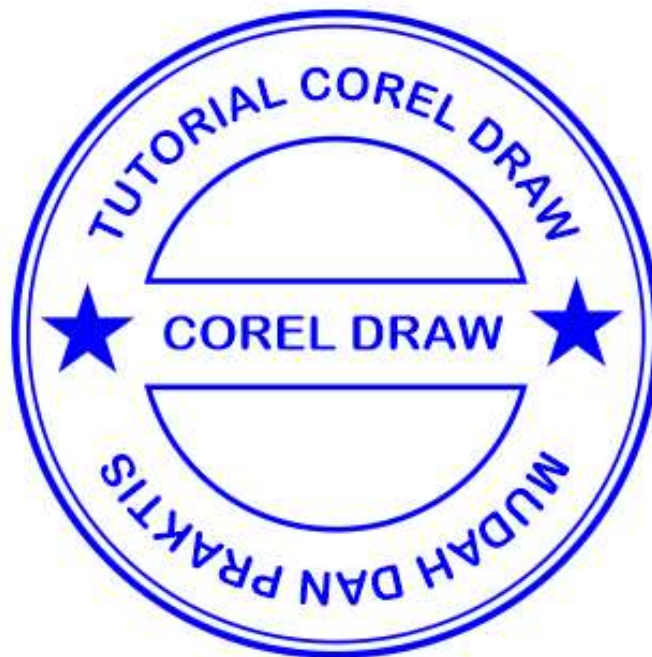

TUTORIAL COREL DRAW
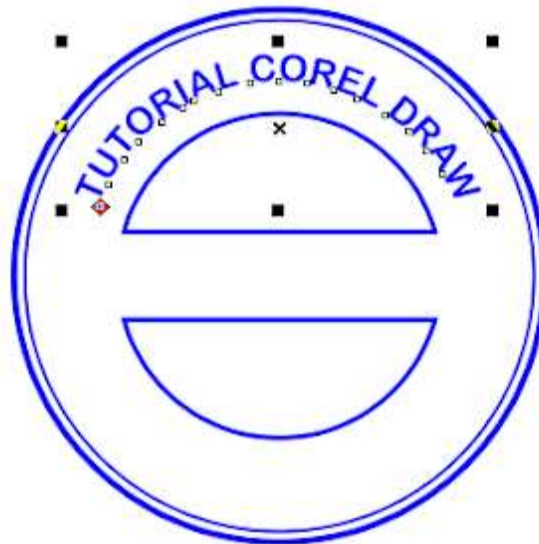
Make more writing with the Text tool and place it at the bottom of the arch. The same way as in number 11
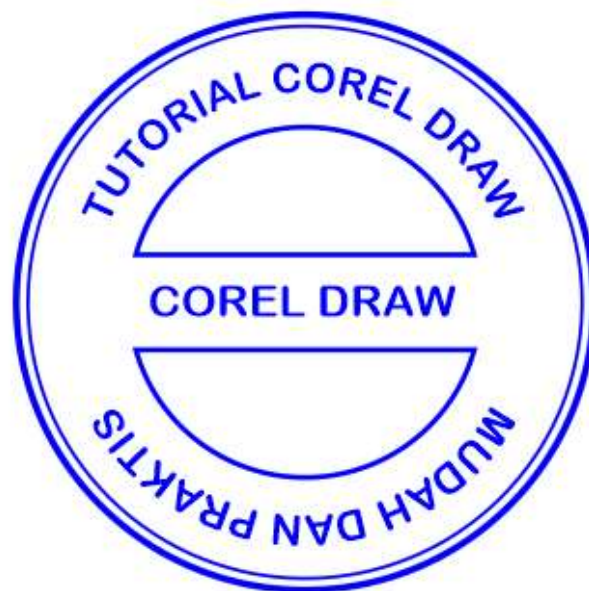
Then create a star object like this.
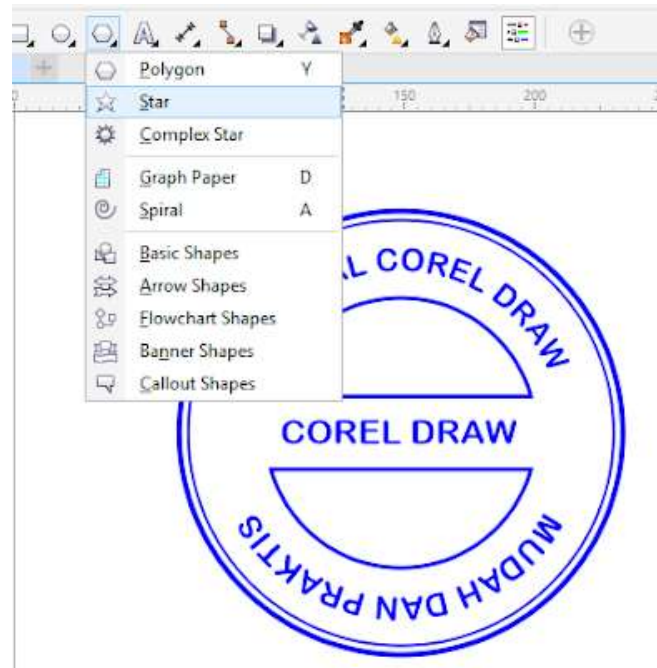
To remove the outline of the star object, select Outline Pen > No Outline in the Tool Box.

4. Conclusion

The conclusions of Corel's graphic design training to make stamps to increase student creativity are as follows:

1. Corel's graphic design training to make stamps can help improve students' creative skills in creating unique and attractive designs.

2. In this training, students can learn basic graphic design techniques, such as the use of color, typography, and composition, as well as stamp making techniques.

3. Corel's graphic design training gives students the opportunity to develop their creativity in creating stamp designs that suit their needs.

4. Students can learn to use Corel's graphic design software to create stamps of various shapes, sizes, and colors.

5. This training helps students to understand the basic concepts of graphic design and how to apply them in making attractive and useful stamps.

6. In Corel's graphic design training, students can learn how to visually express their ideas and produce innovative and unique stamp designs.

7. Corel's graphic design training to create stamps can also help students develop technology skills and prepare them to work in the digital age.

8. In addition to increasing creativity, Corel's graphic design training to create stamps can help students prepare for careers in graphic design or other creative industries.

5. Acknowledgments

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