

ABSTRACT

AN EDUCATIONAL BOOK ON UNDERSTANDING BASIC TYPOGRAPHY FOR BEGINNERS THROUGH INTERACTIVE ILLUSTRATION BOOKS

By

Mumtaz Shafa'Immanur'aina

19105095

In the rapidly evolving digital era, typography has become a crucial aspect of visual communication. However, understanding of typography among junior high school students remains relatively low. This lack of understanding can lead to serious miscommunication in design, reducing the effectiveness of the intended message. This research aims to design an educational book that teaches the basics of typography to junior high school students through interactive illustrations. The research methodology used is descriptive qualitative with a literature study approach, interviews, and observations. This book is designed by integrating motion graphics and augmented reality elements to create a more engaging and interactive learning experience. The target audience of the research is junior high school students in Purwokerto, focusing on improving their understanding and skills in typography. The results of the study show that the interactive illustration book significantly increases students' interest and understanding of basic typography. Through active interaction with the material, students can more easily grasp typography concepts such as font types, layouts, and color usage. Additionally, the use of motion graphics and augmented reality in this book proved effective in helping students visualize and apply typography principles in their projects. Students who used this book showed better improvement in design tasks compared to the control group that used conventional methods.

Keyword: *typography, education, interactive illustration book, motion graphics, augmented reality*