



# Desain Visual sebagai Media Komunikasi yang Berkesan melalui Canva



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# RAM



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# Mengapa Visual & Canva?

- 90% informasi yang dikirim ke otak adalah visual.
- 50% otak kita aktif terlibat dalam pemrosesan visual.
- Visual diproses 60.000 kali lebih cepat oleh otak daripada teks.



## Mudah Digunakan

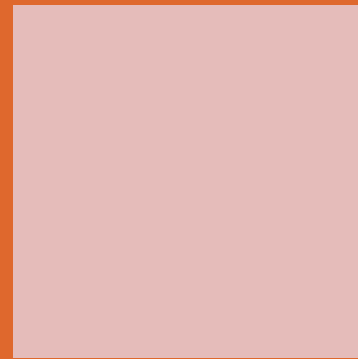
Filosofi Drag-and-Drop.  
Tidak perlu keahlian desain grafis yang mendalam

## Kolaboratif

Fitur berbagi dan kolaborasi tim sangat cocok untuk pembuatan materi dengan rekan sejawat.

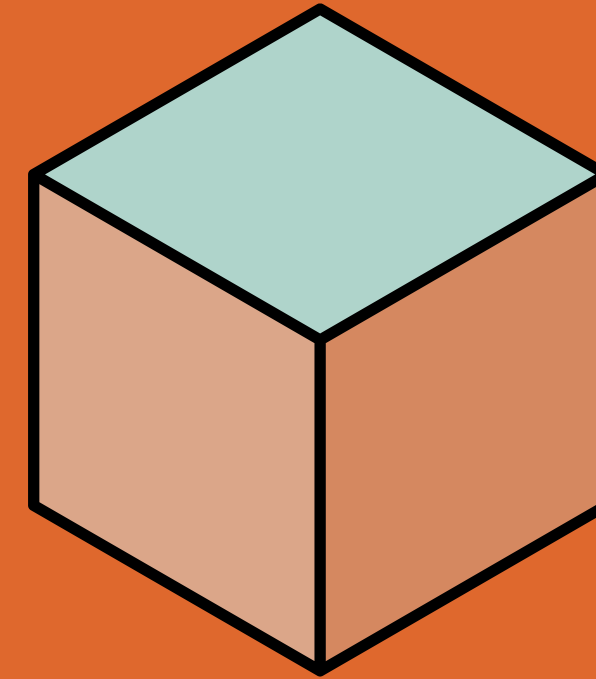
## Memulai Canva dengan memahami Prinsip-Prinsip Desain

EMPHASIS, CONTRAST, WHITE SPACE, MOVEMENT, REPETITION, PROPORTION, BALANCE, ALIGNMENT



## Cara menggunakan prinsip prinsip desain visual.

Cara menggunakan prinsip-prinsip desain untuk mendesain di Canva.



## Tur antarmuka Canva

DASHBOARD, TOOLBAR, TEMPLATES

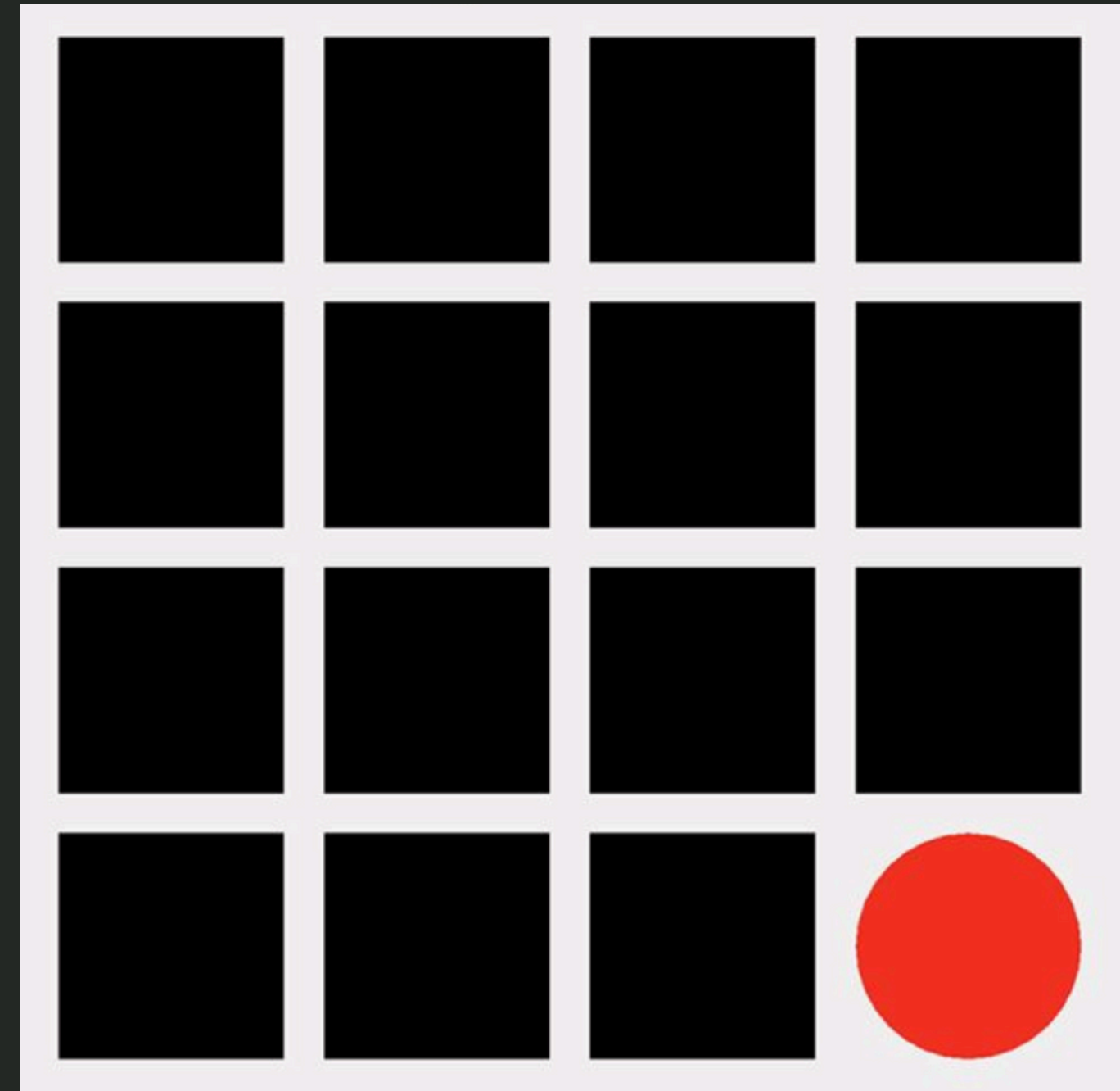


# AGENDA KITA HARI INI



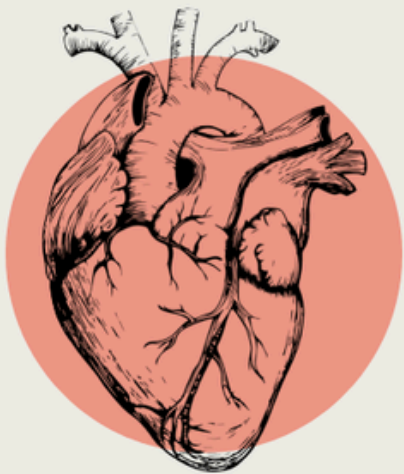
# EMPHASIS

**Prinsip penekanan menyatakan bahwa informasi paling penting yang perlu ditampilkan dalam desain harus menjadi hal pertama yang dilihat orang lain**



# What is Arrhythmia?

Arrhythmia refers to any change from the normal sequence of electrical impulses in the heart. When electrical impulses happen too fast, too slowly, or erratically, the heart will beat too fast, too slowly, or erratically.



## Arrhythmic Heart Beats

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## 6 Common Types of Arrhythmias

While there are many different kinds of arrhythmias, these 6 are the most prevalent.

- 1

Atrial Fibrillation  
The upper heart chambers contract irregularly.
- 2

Bradycardia  
A slow heart rate. In adults, less than 60/min.
- 3

Tachycardia  
A very fast heart beat. In adults, over 100/min.
- 4

Ventricular Fibrillation  
The disorganized contraction of the lower chambers of the heart.
- 5

Conduction Disorders  
The heart does not beat normally.
- 6

Premature Contraction  
An early heart beat.

There are several less common types of arrhythmia, including cases of arrhythmia in children.

## How does Arrhythmia Happen?

There are 3 reasons why an arrhythmia occurs:

1. The heart's natural pacemaker develops an abnormal rate or rhythm.
2. The normal conduction pathway is interrupted.
3. Another part of the heart takes over as pacemaker.

## Did You Know?



The heart is essentially a muscular pump just a little larger than a fist.



The heart beats 100,000 times a day on average, moving 2,000 gallons of blood throughout the body!



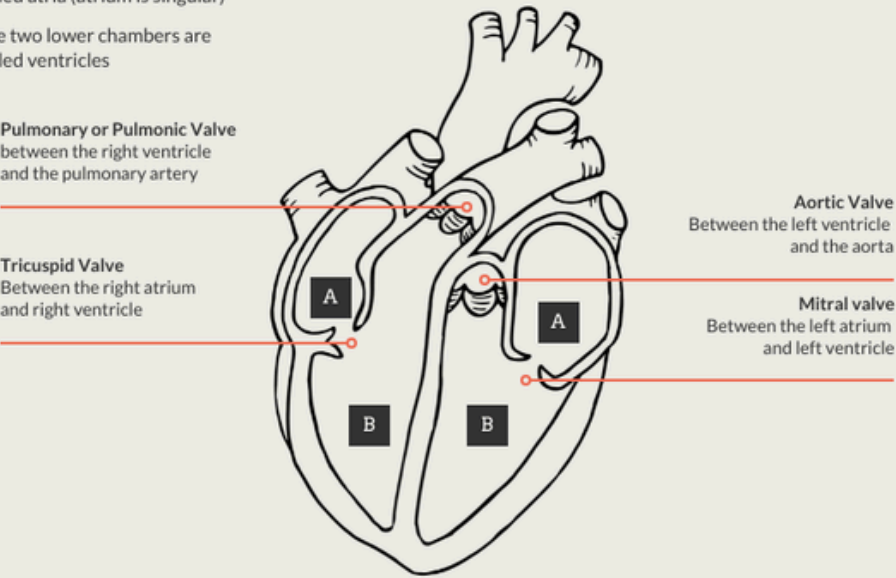
In a 70-year lifespan, the average human heart beats more than 2.5 billion times.

## How the Heart is Designed

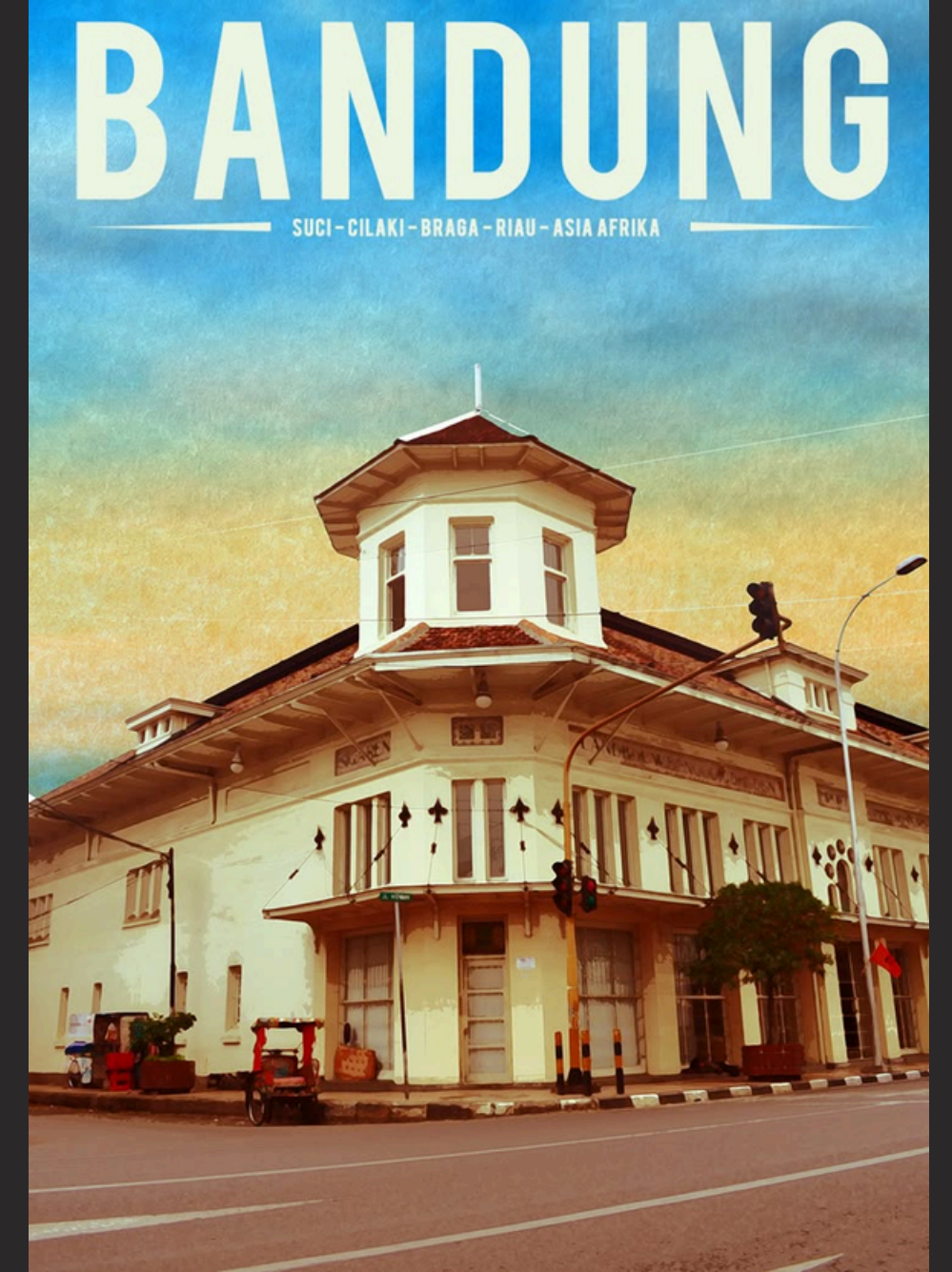
- A

The two upper chambers are called atria (atrium is singular)
- B

The two lower chambers are called ventricles









# Kontras, Gerakan & Ruang Putih adalah beberapa teknik yang menciptakan penekanan.



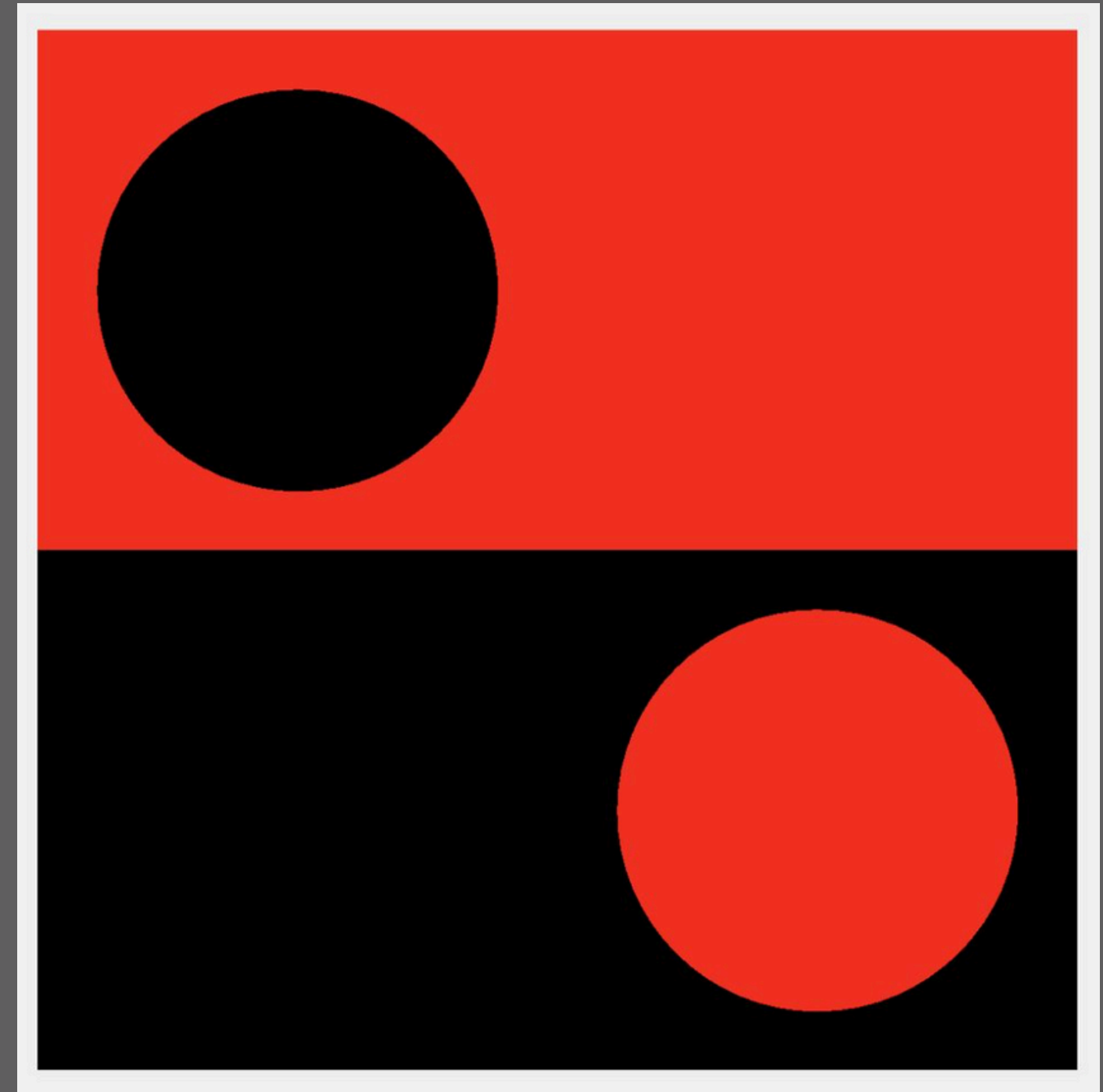
**WHITE  
SPACE**

coworking | coffee | office

# CONTRAST

Pada tingkat paling mendasar,  
kontras adalah perbedaan.

Elemen yang kontras adalah  
elemen yang berlawanan.



NICOTINE  
WITHDRAWAL  
TIMELINE &  
SIDE EFFECTS

SIDE EFFECTS YOU MAY FEEL  
DURING THIS PROCESS:



\*NOTE: You may not experience all of these symptoms. Everyone's experience is different.

THE WORST IS OVER.  
YOU'VE DONE IT!  
CONGRATULATIONS!!

THE  
TIMELINE

DAY  
1

Expect to feel withdrawals within the first day. As your heart rate and blood pressure return to normal, your brain is pushing your senses to crave another cigarette.

DAY  
2-3

Your heart and brain disconnect for a couple of days. Frustration and anxiety turn into anger and irritability. Some experience dull headaches as well.

DAY  
3-4

Still irritable, and have an almost desperate desire to consume nicotine. By the 72 hour mark, the nicotine is almost completely gone from your body.

WEEK  
2

Nicotine is completely out of the body - you may start to realize that you miss the habit of smoking, rather than the nicotine. Picking up a new habit (such as zero-nicotine vaping) may help you through this.

WEEK  
3-4

Congratulations, the worst is over. While the psychological need for nicotine is over, the brain still remembers. Be mindful of being around triggers that may make you want to smoke again.

LEARN MORE ABOUT NICOTINE AND MUCH MORE AT [VAPING360.COM](http://VAPING360.COM)

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ignored  
everyday

12 - 23 september 2013

international festival of industrial design  
cockatoo island, sydney

[ignoredeveryday.com](http://ignoredeveryday.com)

MUSEUM OF CONTEMPORARY ART

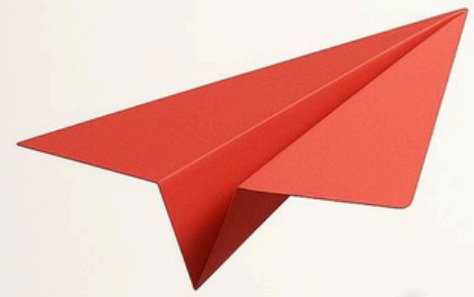
Leica

ALESSI

illusion

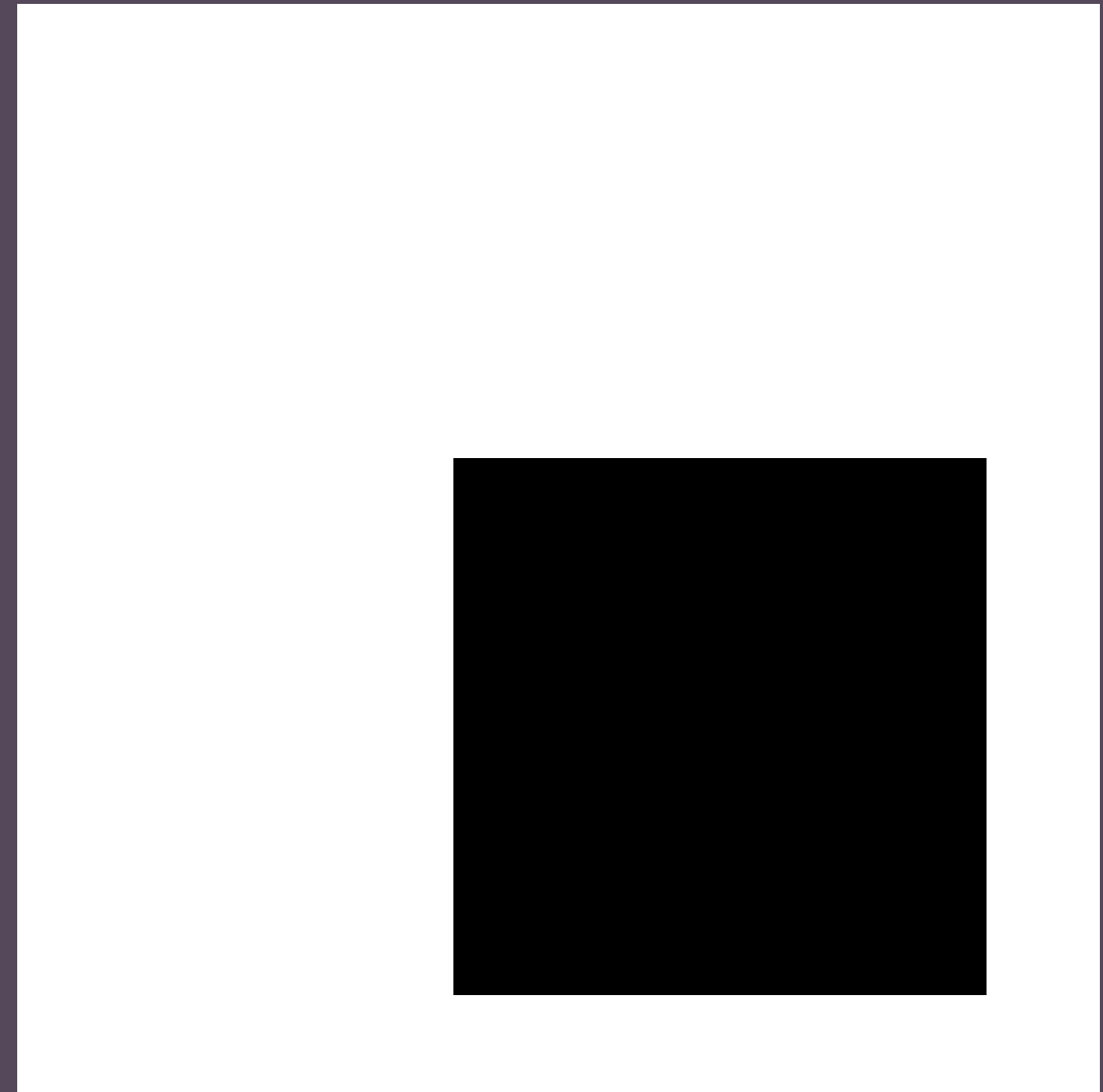


USE YOUR IMAGINATION.



# WHITE SPACE

Ruang putih berlaku untuk area  
desain manapun yang tidak  
ditempati oleh elemen lain





# 2.

## MINIMALIST GRAPHIC DESIGN RULES

### FUNCTION OVER VISUAL

Minimalist design focuses on the fact that every element of your composition needs to have a purpose and if not then it shouldn't be in your design.

WWW.ZEKAGRAPHIC.COM



DISCOVER OUR PROCESS

"Museums are perfectly positioned to address and enhance sustainability as they are able to work with communities to raise public awareness, support research and knowledge creation to contribute to the well-being of the planet and societies for future generations."

— INTERNATIONAL COUNCIL OF MUSEUMS (ICOM)

Let's work  
together ↘

BSA

Please share a little bit about yourself. Fill out this form so we can get to know you and your needs. We aim to respond to your inquiry within 24-48 hours.

OR CONTACT US DIRECTLY:  
hello@blueprintforaustriability.com

Hello, my name is\*

FIRST NAME

LAST NAME

My email is\*

EMAIL ADDRESS

My organization's name is\*

EMAIL ADDRESS

We are a

ORGANIZATION TYPE

The main problem we're trying to solve is

SHORT DESCRIPTION

SP \_ A \_ CE





# White Space

✓

A diagram illustrating good use of white space. It features a large image on the left, followed by three lines of text. Below these elements are three small circular icons. The entire content is enclosed in a black rectangular border.

✗

A diagram illustrating poor use of white space. It features a large image on the left, followed by three lines of text. Below these elements are four small circular icons. The entire content is enclosed in a black rectangular border.



# Selanjutnya

**MOVEMENT,  
REPETITION,  
PROPORTION,  
BALANCE,  
ALIGNMENT**

# Kita Praktikan Dahulu..

