

CHAPTER II

LITERATURE REVIEW

2.1 Design

Lauer and Pentak (2011 : 4) say that design is inherent in the full range of art disciplines from painting and drawing to sculpture, photography, and time based media such as film, video, computer graphics, and animation. While, Aimone (2004 : 8) defines that design is something you encounter everywhere, everyday of your life. Futhermore, Wong (1993 : 41) cites that design is a process of purposeful visual creation. Unlike painting and sculprure, which are realization of artists' personal visions and dreams, design fills practical needs. According to Oxford dictionary, design is the art or action of conceiving of and producing a plan or drawing of something before it is made. In conclusion, design is the act of making something become real that comes from our imagination.

2.2 Booklet

According to Yoeti (1996 : 193) booklet almost like guide book. The content is more complete than the other forms sales support. Meanwhile, Rustan (2009 : 115) says that booklet is a publication media that consists of several sheets and pages but not as thick as a book. Yudita (2013) states that booklet is a mass communication media that aims to deliver the messege of promotions, suggestions, prohibitions to a mass audience in the print form in order to make the target community understand about the messege and follow the messeges that containd in the mass communication media. Inshort, booklet is a small book which provide the information about something that needed.

Rustan (2009 : 115) states that the function of booklet is to share the information in te form of stories, knowledge, reports, and so on. Furthermore, Warna (2012) says that the function of this booklet is almost the same as the product catalog. Both display or show the products which produced from the

company with a complete description or specification. Utami (2012) states that booklet has a functions as a media of promotion and advertising which display man information compared with other promotional media such as posters, flyers, brochures. Based on the explanation above, the writer can conclude that there are many functions of booklet. Booklet can be one of information and promotion media.

2.3 How To Design a Booklet

According to Weedmark (2015 : 1), design booklet can be done using Microsoft Publisher program. The following steps of making booklet through Microsoft Publisher program.

1. Selecting a Booklet Page Design

- Open a blank publication. Click the Page Design tab and then click the Size icon. Select More Preset Page Sizes at the bottom of the drop-down menu.
- Click the Booklets folder. Other folders contain other page sizes.
- Select any booklet that suit to the project. For a booklet made from letter-sized paper that is folded in landscape mode, select the first 1/2 Letter Booklet option, which has page sizes of 5.5 by 8.5 inches. This booklet generates four pages per sheet of paper. The first and fourth page are printed on one side of the sheet, with the second and third pages on the other side so when folded the sheet in half, the four pages can be read in order.

2. Adding Text to the Booklet

- Click the Insert tab and then click the Draw Text Box icon. Drag the cursor over the first page to make the title appear. If align the text box perfectly over the margins, that will be find the text box borders overlap the margins after release the mouse button. This behavior is normal and it

ensures that the text inside the text box will be aligned with the page margins.

- Type or paste the title in the text box. Highlight the text by dragging the cursor over every letter to format it. Click the Home tab and select a Font, Font Size and Alignment for the title.
- Draw text boxes on each of the other pages. Begin typing the content for the booklet in the first text box after the title or paste it from another document. When there is too much text for the box, an Overflow Indicator appears on the border. Click the Overflow Indicator and then click the next text box so the words can flow from one text box into the next. When the second text box is full, click the Overflow Indicator again to link it to the third, then link the third text box to the fourth until the four-page booklet is filled.
- Highlight all of the text by clicking the first text box containing the booklet's content and pressing Ctrl-A. Click the Home tab and format the text as desired. To use headings in the booklet, highlight the heading and then select a style from the Style icon in the Home ribbon.

3. Adding Images to the Booklet

- Add images from your computer by clicking the Insert menu and then clicking Pictures. To find images using Bing Image Search, click Online Pictures.
- Drag any corner of the image to resize it without distorting its aspect ratio. To move an image, just drag it until it appear.
- Right-click the image and click the Text Wrap icon to adjust the way text wraps around the picture. By default, Text Wrap is enabled, but that make the image appear beneath the text, over the text, or have it in-line with the text.

4. Printing the Booklet

- Click the File tab when the booklet is ready to print. Select Letter-sized paper in the Settings section and then examine each page in the Preview window. Click the Arrow beneath the preview to examine other pages.

There are some steps that must be noticed in making the content of the booklet given by Fayra (2009 : 1) as follows.

1. The Notion or Idea

The first step to be taken is to collect ideas. For example, the idea to create a book allows job training. This idea appears due to the phenomenon that takes place in the workplace. The phenomenon that takes place is not the coach for giving training to students and students who follow the program of street vendors in the workplace.

2. Focusing on The Idea

The next, focus on the ideas that has been created. Focus on this idea means delve deeper into the science and understand of the ideas which will write in the booklet. When establishing the idea of what will be discussed, in order to strengthen the science that will represent in a booklet to be written, add a reference from another source, of course, by referring to posts that are not considered as pelagiator.

3. The Skeleton of Booklet

In making a booklet should be make the skeleton first. This is done so that the writing focused and stay focused on the idea that to be delivered, not to deviate to other questions which actually does not need to be discussed in the booklet. Framework also makes it in drafting. With the framework of the booklet, the author will be directed in making a booklet, so that the contents of the booklet will be focused clearly on the things that will be explained.

4. Making The Draft

When the first time create a booklet, the booklet may not be successfully made. Writer should write anything that wanted to convey through writing. The first writing is basically still the words 'coarse' means the text still needs to be addressed in order to become a better writing, to inform the contents effectively. Conceptual booklet will have better results than booklet that are not based on the concept.

5. The Writings

The most difficult thing is done by a writer, is to assess the own writing. Naturally the writer can assess even criticizing the writings of others, but the writer is often less able to assess the writing let alone criticize the own posts. However, after writing the content of a booklet, the booklet should be read back. Usually, when read back the contents of the booklet that already written, there will be find many mistakes in the text. There are better if asking for some people to read the booklet that we have made. Ask people opinion and tell the errors that exist in the booklet, so it is easier to fix it.

6. Improvisation Article

After studying the writings that have been there and know the errors contained in the text, or even in the text there are things that are less necessary and should be eliminated from the contents of the booklet. We must improvise the text. The trick, of course, by eliminating things that are considered less important, correct mistakes in the writing and preparation of the booklet, as well as choose a better vocabulary, more efficient but does not reduce the aesthetics of packaging writings.

7. Revision

Revisions should be made to improve all inscription. In some cases, usually when a revised many writer say the same revision by rewriting part or the whole booklet. This revision aims to make a booklet better than before.

8. Editing

Once the revision has been done, the last thing in writing is editing. Editing is done to fix the writing (if any writing or using the wrong vocabulary) also fix the layout and the pictures of the booklet. When the reader has an interest to know the contents of the booklet, it will be easier for them to understand the purpose of writing that we make.

9. Designing Lay-Out Content, Background, Pictures, and Cover

The appearance of a booklet, is affecting the delivery of the information contained therein. For this reason, in addition to the package contents of the book needs to be taken more seriously. Alloy color, suitability typeface, font size accuracy, use of tables, graphs, images and so forth also determine the quality of a booklet created. Interesting to see the contents of the booklet (with a mix of colors, application of animation, etc.) will stimulate the senses of seers not get bored while reading the booklet. Thus, the content will be easily conveyed.

Another thing is the cover design. Volume booklet, should be designed to represent the information contained on the contents of the booklet. Cover that can attract growing interest to find out more about what deliver in the content of the booklet.

10. Binding

After arranging the booklet has been completed, the booklet is ready to be stapled. There are so many places that provide bindery services so you can use the service, for example in a photocopy or printing. Or, if possible, bind it by yourself.