



Design of Vector-Based Desk Calendar at CV. X

Lendra Citra Defitri^{1*}, Yusnia Sinambela²

^{1,2} Prodi Teknik Grafika, Politeknik Negeri Media Kreatif, Medan, Indonesia

ARTICLE INFO

Article history:

Received March 08, 2023
Revised March 11, 2023
Accepted July 30, 2023
Available online July 31, 2023

Kata Kunci:

Desain, Kalender, Vektor

Keywords:

Design, Calendar, Vector



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Media Kreatif

ABSTRAK

Kalender merupakan salah satu benda yang tidak pernah lepas dari kehidupan masyarakat, dengan adanya kalender masyarakat dapat mudah manajemen waktu yang telah direncanakan disetiap harinya sebagai pengatur aktivitas agar lebih tepat dan teratur. Pada saat ini penggunaan kalender sudah menurun, hasil survei yang dilakukan oleh penulis dari 50 orang terdapat 76 % orang lebih menyukai pemakaian kalender meja dibandingkan dengan kalender dinding. CV. X biasanya hanya memproduksi kalender dinding dengan desain yang kurang menarik hal ini dapat menjadi sebuah kendala bagi perusahaan karena dapat mengakibatkan menurunnya omset pertahunnya. Berdasarkan permasalahan yang dijabarkan diatas maka penulis mengembangkan produk kalender meja dengan desain gambar berbasis vektor. Kelebihan gambar berbasis vector yaitu gambar saat diperbesar tidak akan pecah sehingga dapat menggambarkan kelebihan dari hasil cetakan dengan bentuk yang tegas dan warna yang tajam.

ABSTRACT

The calendar is one of the objects that can never be separated from people's lives, with the existence of a calendar the community can easily manage the time that has been planned every day as a regulator of activities to make them more precise and orderly. At this

time the use of calendars has decreased, the results of a survey conducted by the authors of 50 people found 76% of people preferred the use of desk calendars compared to wall calendars. CV. X usually only produces wall calendars with unattractive designs. This can be an obstacle for the company because it can result in a decrease in annual turnover. Based on the problems described above, the authors developed a desk calendar product with a vector-based image design. The advantages of vector-based images are that when the image is enlarged it will not break so that it can illustrate the advantages of the printed result with a firm shape and sharp colors.

1. INTRODUCTION

Calendars are one of the objects that can never be separated from people's lives. With the existence of a people's calendar, it is easy to manage the time that has been planned for each day to organize activities so that they are more precise and orderly (Fauzia, 2021). A calendar is a tool or medium for calculating dates that is designed for people's convenience, usually used to mark important days or events every year (Imeldatur Rohmah, 2018).

Currently the use of calendars has decreased, the results of a survey conducted by the author of 50 people showed that 76% of people preferred using desk calendars compared to wall calendars. CV. X usually only produces wall calendars with less attractive designs. This can be an obstacle for the company because it can result in a decrease in annual turnover. In this case, it is important that there are new innovations in calendar design so that interest in calendars continues to persist and it is hoped that the products produced can be appreciated by customers or the public who try to use these items (Sinambela, 2021). Products that cannot innovate will slowly be displaced by developments over time and then abandoned (Autoridad Nacional del Servicio Civil, 2021).

Currently, desk calendars are a type of calendar that is still widely used in offices and can be used as souvenirs due to their simple shape and can be used as a display or to beautify a table, while the use of wall calendars is commonplace and is used in every home to occupy empty space on the walls of the house. Realizing that the influence of design in a product is very large, an attractive

*Corresponding author
E-mail addresses: belasinambela@gmail.com

design can create an impression or visual attraction with the influence of color, shape, illustrations that influence a person's sense of sight (Antonius & Sama, 2020). Design itself can be defined as an idea that is able to adapt to the market so that a product can be valuable and can increase sales value, build new markets and change consumer perceptions (Iswanjono et al., 2006).

Based on the problems described above, the author developed a desk calendar product with a vector-based image design (Fauzia, 2021). The advantage of vector-based images is that when the image is enlarged it will not break so it can illustrate the advantages of the print with a firm shape and sharp colors. Making desk calendar products is one form of effort to promote CV. X so that he becomes well known to the public

2. METHOD

The data collection stages use the following survey method:

a. Observation

The Observation Method is a method of collecting data by observing and recording data on various things that will be needed in the research process.

b. Interview

Interviews were conducted by meeting several CV employees, clients, or prospective clients.

c. Survey

It is a method of collecting simple data to carry out observations to obtain facts from existing phenomena and seek factual information, both about social, economic or political institutions of a group or region (Sinambela et al., 2023).

3. RESULT AND DISCUSSION

3.1. RESULT

a. Visual Analysis

On CV printing X found a problem, namely the lack of business promotion in terms of design. The next stage is the stage of searching for ideas for CV X by taking the concept of a vector -based table calendar design with the theme of graphic engineering students with the aim of helping business promotion. Previously, companies only used social media and individuals to carry out promotions.

b. Design Concept

The concept or design of a vector-based desk calendar on CV. X is as follows:

1. Physical Specifications

The size used to fill the calendar is 15 x 21 cm with art cardboard as the calendar frame. There are 13 calendar sheets in total.

2. Design Specifications

Create a concept with bright colors plus a gradation effect on each part needed in the image object, and the difference between light and dark colors on objects such as legs according to the direction of the image that must be focused on is given a lighter color than the hidden part.

c. Vector Based Desk Calendar Design

The design of the vector-based desk calendar with the theme of Graphics Engineering students, is in accordance with the course lessons and describes the activeness of Graphics Engineering students in every real learning activity (practical). This design illustrates how students are able to master the material and operate machines well and understand theoretical learning necessary for learning purposes. The design concept for this calendar is every change of month by creating different illustration designs and colors with the aim of making younger readers focus on the calendar but still being able to see the design together. Table 1 is a recapitulation of the desk calendar design

Table 1. Desk Calendar Design

Vector Based Desk Calendar Design	
Dimensions 1 (calendar framework)	Lenght: 7,5 cm Width: 15 cm Hight: 21 cm
Dimensions 2 (Brand label)	Lenght: 3 cm Width: 3 cm
Color Theme	The use of illustration objects uses bright colors

Paper Type	art carton
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d. Pre Press Process

A sketch is an initial drawing or design before the coloring process, as a reference in designing a desk calendar.

1. First sketch of the calendar cover. In this sketch there is an image of an arch shaped like an abstract shape with the 2022 calendar written on it.



Figure 1. First sketch of the calendar cover

2. The second sketch in January, a picture design of a student working on an assignment.



Figure 2. January sketch

3. The third sketch in February, students who are carrying out the learning process.



Figure 3. February Sketch

4. The fourth sketch, namely March, depicts students studying design in a lab room in an orderly manner.

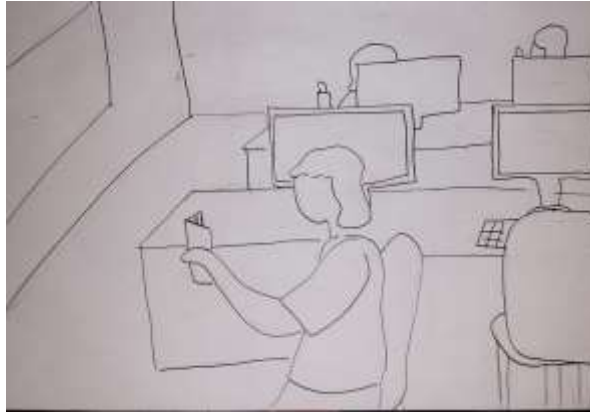


Figure 4. March Sketch

5. The fifth sketch, namely April, depicts students having discussions outside campus hours.



Figure 5. April Sketch

6. The sixth sketch, in May, depicts students going on an industrial visit.



Figure 6. May Sketch

7. The seventh sketch, in June, depicts students discussing with their classmates.



Figure 7. June Sketch

8. The eighth sketch in July, which depicts students who are studying marketing in sales.



Figure 8. July Sketch

9. The ninth sketch, in August, depicts students who are focused on working on designs using laptops and drawing pads.



Figure 9. August Sketch

10. The tenth sketch, from September, depicts a student operating a photocopier.



Figure 10. September Sketch

11. The eleventh sketch, namely October, depicts several students practicing operating a banner machine.



Figure 11. October Sketch

12. The twelfth sketch, namely November, depicts a female student who is good at operating her own printing machine.



Figure 12. November Sketch

13. The thirteenth sketch, namely December, depicts a student practicing manual shirt screen printing.



Figure 13. December Sketch

14. The fourteenth scheme is the calendar concept on each calendar, namely the calendar, notes to the right of the date, and at the bottom there is company information.

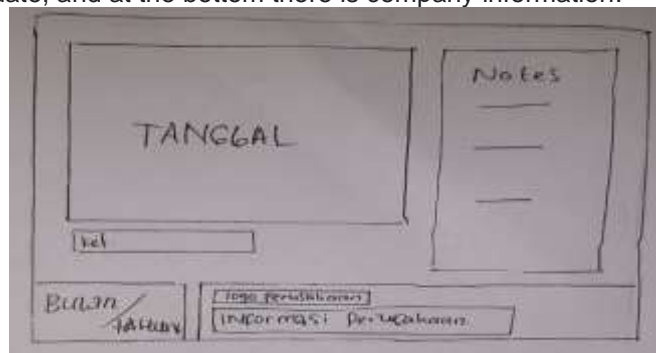


Figure 14. Calendar Concept

3.2. Discussion

a. Print Process

The next stage is the printing process where the files that have been designed on the digital design stand are saved in PDF form for each design and saved in PDF (portable document format). Once saved, during the printing process the image is first arranged or arranged so that when printed there are no errors. Then input the paper to be printed, the paper needed is 260 Gsm Art Carton paper then the paper is inserted into the input shirt in the machine then on the machine monitor screen adjust the paper and grammar required. Then press print or output on the printing machine monitor screen.

b. Post Print

At this stage, the design that has been printed then enters the finishing process. The stages in the finishing process for a vector-based desk calendar are as follows:

1. After the file is printed, the paper is arranged in order of month.

2. For the process of making the hardener, use Art Carton paper, cut to a length of 7.5 cm, width of 15 cm, height of 21 cm. After the hardening is complete, the calendar and hardener are combined into 1.
3. Then enter the final stage, namely spiral binding, the calendar is cut and then inserted with a ring.

c. Finishing

The results of the vector-based desk calendar design process using the Adobe Illustrator CC 2020 application, the results of the vector-based design are formed into an isosceles triangle, and at the end of the calendar it is bound in a spiral. Figure 15 below is the final calendar design.



Figure 15. The Results of the Vector-Based Desk Calendar Design Process

4. Conclusion

The conclusion of this research is

1. The design of a desk calendar with a vector design is aimed at promoting the company's printing results, with a colorful design and neat printing results that can illustrate the advantages of the company.
2. Calendar framework design process, the initial stage is collecting data from digital media to determine the size of the desk calendar that is often used.
3. The final result of the entire design process created by the author is a visualization of the framework and calendar design.

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