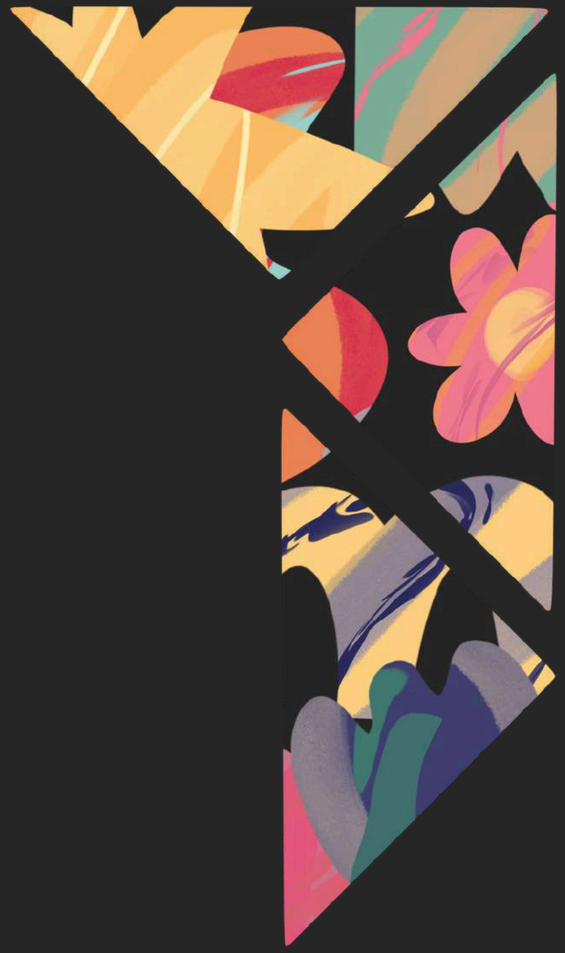

VCD OUTLINING DESIGN
CHRO
20
MO
25
SPHERE



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Summary

GSM

ABSTRACT

Background

Having a target market of high schoolers and students, we, Visual Design Communication students, created a theme which encourages and pulls future designers to learn and explore our unique and creative Design World in Ciputra University.

According to the recent themes and research we had for the past years, VCD Outlining Design has created many events and visuals, not forgetting trying something new every year, to attract and experiment more designs, which hopefully fit more with audiences.

However as good as past themes and events may have been, past audiences has suggest some factors in tend to fix and complete a far better VCD Outlining Design future events, which we hope to create their expectation to a reality.

VCD Outlining Design 2025 is the event which tells the story our VCD students have endured for the last 4 years into creating something new and amazing about themselves.

Campaign Target & Strategy

Strategy

Adapting the topic of Psychology of Color, expecially for future Visual Design Communication students. This campaign called “ Chromasphere” invites visitors to explore the transformative power of color and design in life and communication.

By engaging with our event, our audience will gain a deeper understanding of collaboration, diversity, and the essential role of color and design in creating harmony in both personal and collective expressions. This exhibition aims to inspire future generations of designers to appreciate the potential of every color and design to contribute to a brighter world.

Segmenting

Geographic

Surrounding area's of Surabaya

Demographic

Highschool Students/Gen Z

Psychographic

values Artistic Expression and active on social media

Targeting

Demographic

- Age : 15-20 years old vibrant, playful, and abstract illustrations appeals to a younger audience, specifically teens and young adults who enjoy bright, quirky designs.

- Gender : Appeals to gender-neutral audiences.
- Income : Middle to upper-middle class individuals who have disposable income for art, fashion, and unique products.
- Income Levels: Rp 3-8 million/month
- Spending Behavior: Focus on art and fashion purchases, experiences like workshops, souvenirs
- Education: College students, creative workers, professionals in the arts, design, and media

Psychographic

vibrant, playful, and abstract illustrations is Characterized by bright, colorful, and quirky illustrations that appeal to a variety of demographics, especially younger audiences. In order to create a target market for "outline designs" with the theme, it was important to identify key characteristics of the audience that would resonate with the design style, which is typically whimsical, playful, and colorful

- Interests: Fans of indie art, quirky illustrations, and quirky, cute designs.
- Doodle Elements : Stars, clouds, playful shapes, and natural elements (flowers, plants) that resonate with creativity and freedom.
- Followers of Asian pop culture, especially those who enjoy K-pop, anime, and related subcultures.
- Interest in sustainable and ethically made products, as Liunic's designs often embody an ecological consciousness.
- People who enjoy self-expression through art, fashion, and home decor.
- Values: Creativity and self-expression & Supporting local artists and independent designers.
- Lifestyle: These individuals tend to have active social media lives, following trends on platforms like Instagram, TikTok, and Pinterest, and are generally involved in online creative communities.

Targeting

Geographic

- Local Residents: Urban youth and art enthusiasts
- Visitors from Nearby Cities: Art collectors, casual event-goers
- Focus Area: Surabaya City
- Key Locations: City center, malls, creative hubs Buying habits:*
- Interested in limited edition and unique art and merchandise
- Regular purchaser of limited edition artwork, stationery, accessories, fashion items, and home decor with unique patterns designed by artists.
- Likely to purchase products that are Instagrammable or visually appealing to share online.
- Frequently attends pop-up shops, art markets, and events (such as PLANT Art Market or similar markets that focus on indie artists).

Usage of products/services: Art prints, merchandise (stationery, accessories), digital art, collectibles

Secondary Targeting

Demographic

- Age : 25-30 years old vibrant, playful, and abstract illustrations appeals to a younger audience, specifically teens and young adults who enjoy bright, quirky designs.
- Gender: - Both Male and Female - Inclusive and gender-neutral visuals
- Income Prediction: - Middle-Upper Income: Rp 8-15 million/month- Disposable income for leisure/art purchases
- Education: College-educated, Curious, open-minded individuals

Psychographic

- Personality Traits: Adventurous, curious, trend-followers, playful Colors (Bright pastels, bold contrasts (similar to Liunic's style)), Add vibrant details to reflect the target audience's youthful energy
- Quirky Illustrations: Friendly, cute characters with a K-pop and pop culture twist. Fun, imaginative designs reflecting a blend of modern and quirky lifestyles
- Engaging Layout: Fun, dynamic mind map with flowing lines, energetic shapes, Include icons like vinyl records, art prints, tickets, and merchandise bags
- Lifestyle: Trendy and tech-savvy , Enjoys artistic expression and digital art (showcase vibrant, fun characters using creative tools like tablets and cameras) Urban, trendy, Active on social media (Instagram, TikTok), Interested in art, design, fashion.
- Values: Creativity, individuality, self-expression, Value art and cultural experiences, Creativity and self-expression (the design should inspire attendees to embrace their own creativity) , Community-driven (incorporate elements of social bonding like playful group activities or social media interaction icons) , Fun and joy in experiences (colorful, dynamic layouts with characters engaging in events)

Secondary Targeting

Geographic

- Local Residents: Urban youth and art enthusiasts
- Visitors from Nearby Cities: Art collectors, casual event-goers
- Focus Area: Surabaya City -Visitors are active on social media (design could feature social sharing themes, such as phones, notifications, hashtags)
- Buying habits: Impulse buyers, drawn to vibrant, colorful items (design booths and stalls to visually pop with Liunic's bold, pastel colors and whimsical illustrations), Purchases driven by experience and novelty (create immersive, art-driven environments that people will want to photograph and share online

Usage of products/services: Art prints, merchandise (stationery, accessories), digital art, collectibles

Attendees are frequent event-goers, likely to explore pop-up shops, art markets

Positioning

“ Chromasphere helped me find my passion to become a designer"

User Persona

Demographic

- Name : William Noah Caden
- Age : Gen Z (17 y.o.)
- Gender : Male
- Occupation : Highschool Student

Demographic

- Name : Karia Luna Putri
- Age : Gen Z (20 y.o.)
- Gender : Female
- Occupation : Highschool Student

User Persona

Psychographic

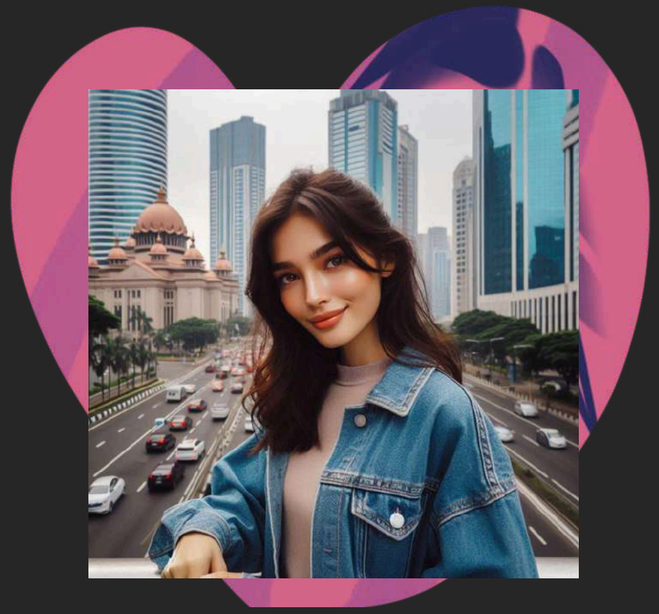
- Personality Traits: Passion for creativity
- Interested in art major and striving to improve their skills
- Optimistic individuals seeking for new insight about art
- Plans to work in the creative industry in the future
- Lifestyle: Social media user
- Sees Meaning in Everything, loves seeing art and finding its meanings
- Uses the internet to assist in finding references and research
- Watch tutorials and how-to videos to learn new techniques
- fresh new ideas based on recent trends & outgoing!!!!!
- Independent Learner: They often seek to explore and experiment on their own, constantly improving and refining their craft outside of structured environments like school.
- Confidence in Their Vision: Though open to feedback, they can be confident in their creative vision and ideas. They are willing to stand by their design choices if they believe it aligns with their overall aesthetic or message.
- unique prefference and distinct style
- VALS Framework: **Experiencers** who are motivated by self-expression, excitement and energetic.
- Willing to learn
- Tends to overthink and are perfectionist
- afraid of failure and not fullfilling expectations
- Prefer projects that give them the freedom to express their evolving identity and are not afraid to try unconventional methods or styles.
- Are early adapters of trends and technology in the art and design space, often taking inspiration from pop culture, music, and global subcultures.
- Are motivated by self-expression, excitement, and novelty.
- Thrive in environments where they can explore their creativity freely.
- Motivation: passionate about creating something new and unique
- Pain points: loneliness, financial issues, environmental change, social pressure, uncertain future
- Challenges: relying on technology too much,lack of practical skills

User Persona

Psychographic

- value artistic expression as a means of personal identity and communication.
- using art as a platform to advocate for change and raise awareness.
- Comfortable using technology and social media to share their artwork, find inspiration, and connect with other artists.
- Enjoy working with peers on projects and participating in community art initiatives or school clubs.
- pursue careers in creative fields, whether in fine arts, graphic design, animation, or other artistic disciplines.
- Focused on building a strong portfolio that showcases their skills and creativity for future educational or career opportunities.
- truggle with self-confidence regarding their artistic abilities and fear of judgment from peers.
- Navigate societal pressures that can conflict with their desire for individuality and artistic expression.
- Explore various mediums, including digital art, painting, drawing, photography, and mixed media.
- Heavily influenced by peers and social media trends when selecting art styles or mediums to explore.
- Tend to seek out tutorials, online courses, and community events to improve their skills and gain exposure.
- Active in online platforms (like Instagram, TikTok, and DeviantArt) where they can showcase their work and interact with fellow artists.
- Value mentorship from teachers or local artists who can provide guidance and support in their artistic journey.

User Persona



Demographic

- Name :
- Age : Gen Y (25 y.o.)
- Gender : Female
- Occupation : Fresh graduate, Job seeker

Demographic

- Name :
- Age : Gen Y(30y.o.)
- Gender : Male
- Occupation : Fresh graduate, Job seeker

User Persona

Psychographic

- seek jobs that align with their personal values, such as sustainability and social justice.
- value flexibility and a healthy work-life balance, often preferring remote work options.
- Desire to make a positive impact through their work, whether in their field or the community.
- experience stress and uncertainty about entering a competitive job market.
- Often engaged in lifelong learning, seeking workshops, online courses, and networking events.
- Actively seeking connections through social media, alumni networks, and professional organizations.
- Heavily influenced by opinions and experiences shared by peers on social media and review platforms.

- VALS Framework: Achievers who are Goal-oriented, career-focused, and motivated by success.
- Are hardworking
- Seek positions that offer growth opportunities and align with their long-term career goals.
- Value companies with strong reputations and benefits.

Objective

S SPECIFIC

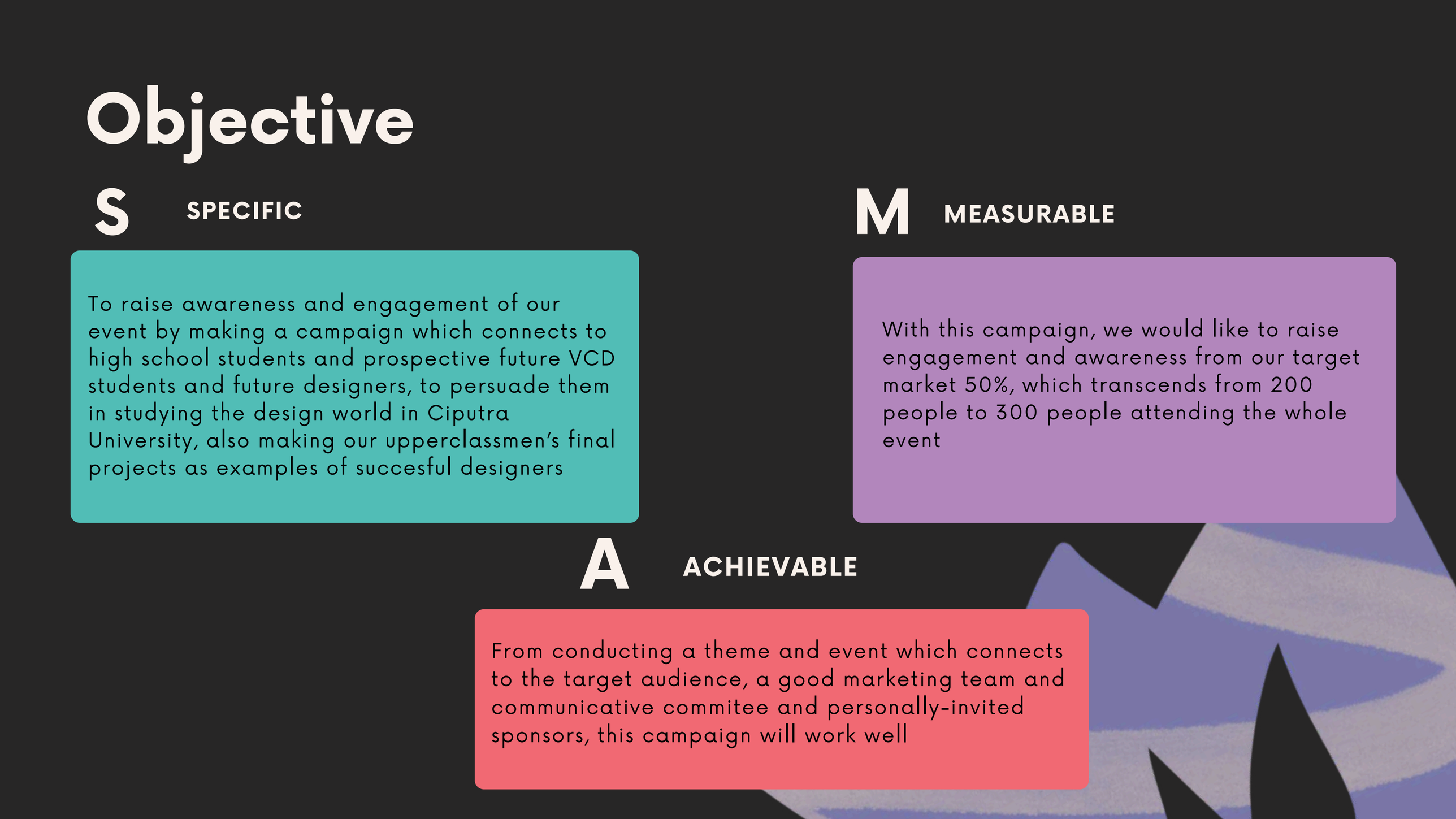
To raise awareness and engagement of our event by making a campaign which connects to high school students and prospective future VCD students and future designers, to persuade them in studying the design world in Ciputra University, also making our upperclassmen's final projects as examples of succesful designers

M MEASURABLE

With this campaign, we would like to raise engagement and awareness from our target market 50%, which transcends from 200 people to 300 people attending the whole event

A ACHIEVABLE

From conducting a theme and event which connects to the target audience, a good marketing team and communicative commitee and personally-invited sponsors, this campaign will work well



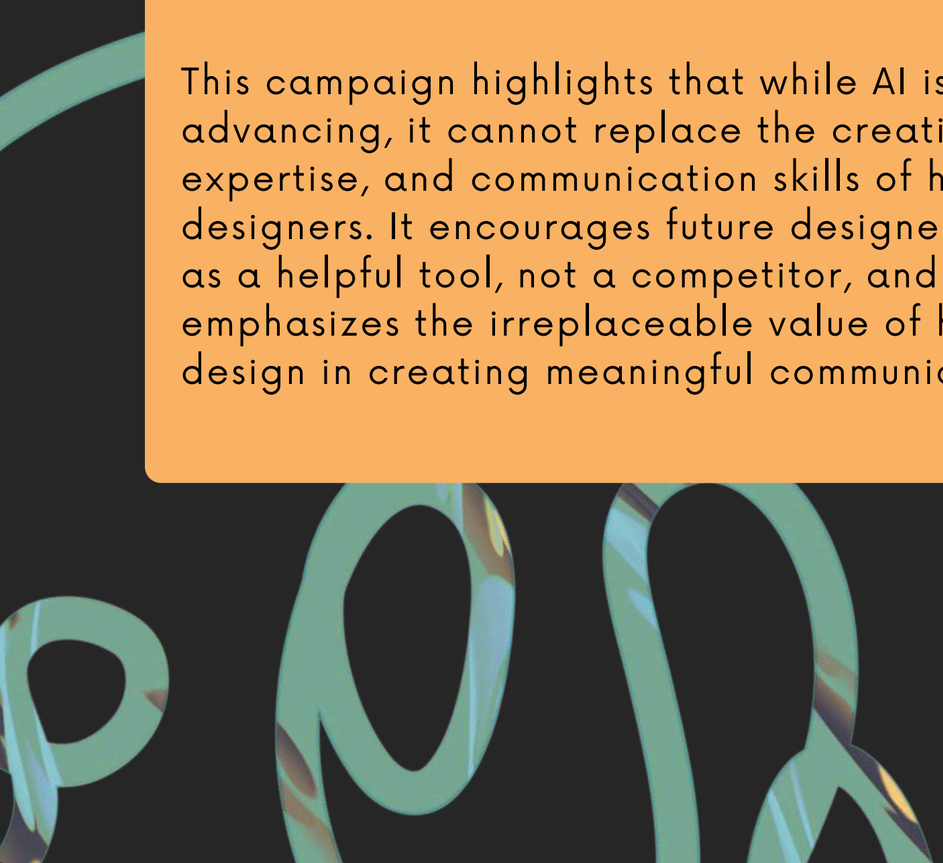
Objective

R RELEVANT

This campaign highlights that while AI is advancing, it cannot replace the creativity, expertise, and communication skills of human designers. It encourages future designers to see AI as a helpful tool, not a competitor, and emphasizes the irreplaceable value of human-led design in creating meaningful communication

T TIME-BASED

Event will be held on 2nd- 4th May 2025.



CHROMASPHERE

Chromasphere

General:

-Chroma: purity or intensity of color

-Sphere: represents harmony and completeness

Chromasphere = **Color Harmony**.

Keywords: Colorful, creative, imaginative, fantasy, dreamy, wonder

Chromasphere is a theme where it focuses on diversity and combination of colors, from a world of black and white and primary colors, can finally be mixed through creativity and imagination to many colors.

Storyline

Chromasphere is an alternative reality where the world only consisted of primary colors and citizens living in their own comfort zone(their own primary color regions), until a group of people(artists/designers) started to branch out and created their own colors by combinning their primary colors, making their world a better place.

SPONSORSHIP

Chromasphere X Wacom

- **Brand Strengths:** Wacom is renowned for its industry-leading graphic tablets, which are used by professional designers, illustrators, and digital artists worldwide. Their products empower creatives to explore endless possibilities in digital art and design, making them an essential tool in the modern design landscape.

- **Why It Fits:** ChromaSphere is all about the interplay of color and design, and Wacom's digital tools give artists the flexibility to experiment with vibrant, precise color palettes in a digital space. Wacom's tablets allow for real-time exploration of color blending, gradients, and dynamic effects, perfectly complementing the theme of color-driven creativity. Their involvement would also inspire design students, many of whom use digital mediums for their projects.

Chromasphere X Himi HIMI

- **Brand Strengths:** Himi is known for its gouache paint sets, which offer rich, vibrant colors that are easy to use and accessible to a wide range of artists, from beginners to professionals. Their affordability, combined with quality, makes them a go-to brand for creative exploration.

- **Why It Fits**: Since ChromaSphere is a celebration of color, Himi's paints represent the hands-on approach to working with vivid, bold hues. Their paints provide a smooth, matte finish, making them ideal for workshops and live demonstrations at the event. Their sponsorship would offer participants—especially students and aspiring artists—a chance to experiment with a broad color spectrum in physical media, reinforcing the event's hands-on exploration of color theory and design.

Chromasphere X Copic

- **Brand Strengths:** Copic markers are legendary for their premium quality, vibrant inks, and blendable color system. Highly favored by illustrators, designers, and architects, Copics are seen as a staple for anyone working in color-intensive design work, offering artists unparalleled control over shading, blending, and tone precision.

- **Why It Fits:** Copic is synonymous with professional-grade color tools, and their extensive range of colors aligns with ChromaSphere's exploration of color theory, harmony, and design innovation. By partnering with Copic, ChromaSphere would be able to showcase the importance of precision and depth in color application, a crucial concept for students learning to refine their artistic skills. Copic markers, with their ability to create smooth gradients and vibrant details, perfectly support the theme of color in storytelling and design.

CHROMASPHERE BOOTH

Chromavas

Chromasphere Live Painting Mural (Entrance)
Name Title: Chromavas

- Event Description: A live event where the commitee puts on a giant canvas/mural in the event, where people come to paint, send messages, ect
- Target Audience: Everyone
- Interactive Elements: Attendees can contribute to a collaborative mural, choosing colors and adding their own brushstrokes.

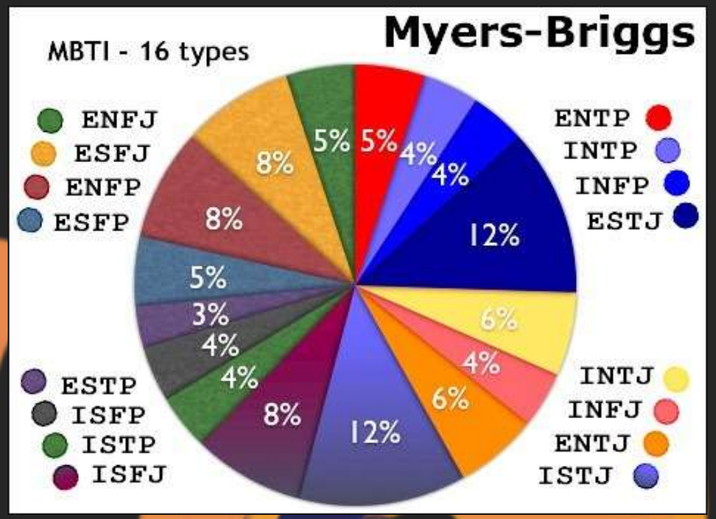
Chromavas

Chromalogy

1. Discover Your Color Personality Quiz
Name Title: Chromalogy

- Overview: An interactive quiz that helps visitors find out their personal "color personality" based on their preferences, mood, and creative style.
- Activity Highlights:
  - A series of questions on mood, design tastes, lifestyle, and emotions.
  - The quiz reveals their core color personality (e.g., "Oasis, Alice Blue,etc").
  - Guests receive a digital or physical profile card explaining the meaning behind their color.

Chromalogy


MBTI - 16 types
Myers-Briggs
ENFJ
ESFJ
ENFP
ESFP
ENTP
INTP
INFP
ESTJ
ESTP
ISFP
ISTP
ISFJ
INTJ
INFJ
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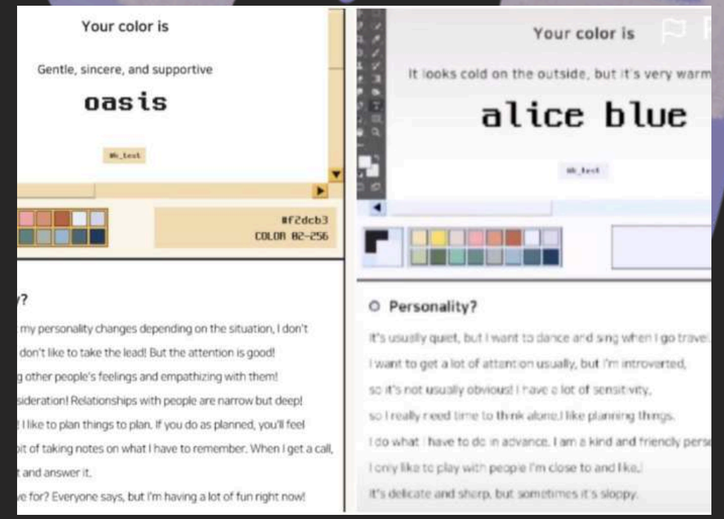
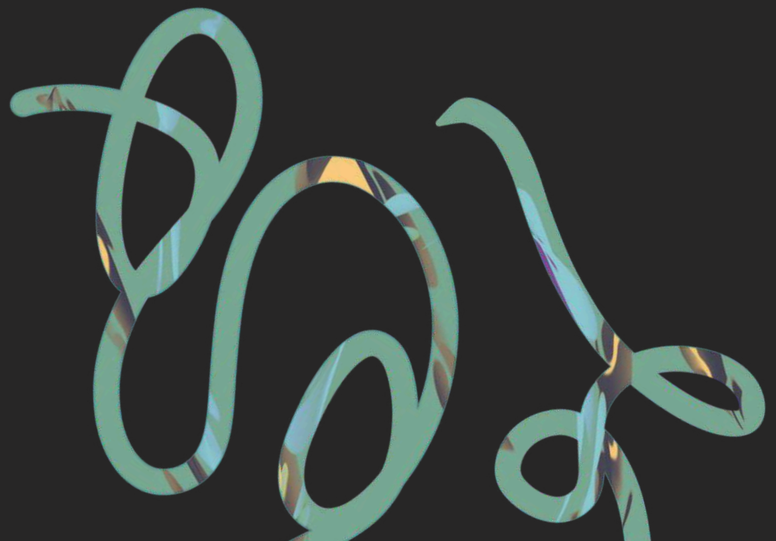
K-test.exe
File Edit Image Layer Select
Automatic selection:
Layer
Color Pick
Personal Color Test
- Personality -
OK_TEST
#FFFFFF
COLOR 00-000
Go to Test


Your color is
Gentle, sincere, and supportive
oasis
#f2dcb3
COLOR 02-256
Your color is
It looks cold on the outside, but it's very warm
alice blue
Personality?
I want to get a lot of attention usually, but I'm introverted,
so I really need time to think alone.I like planning things.
I only like to play with people I'm close to and like.
It's delicate and sharp, but sometimes it's sloppy.

Chroma Lab

Chroma Lab

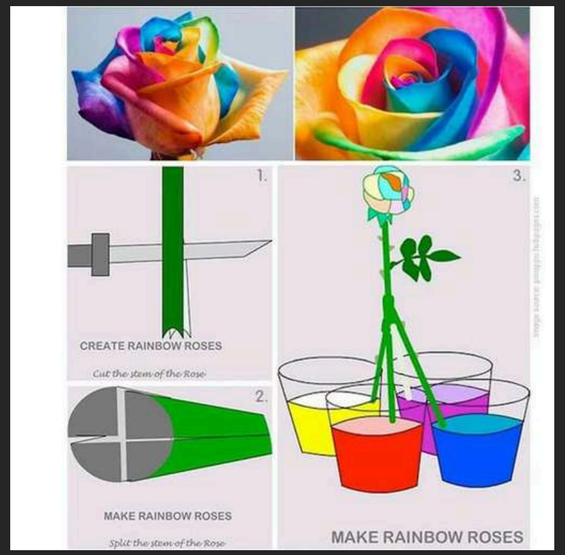
- **Event Description:** An interactive space where visitors experiment with chemicals, science to create color
- **Interactive Elements:** Playful interactive games and experimenting chemicals with colors and science
- Target Audience: Highschool Students and Adults



Chroma Lab

Color Changing Chemical Magic: attendees can mix chemicals to change its color

Fire and Color : attendees can turn on and change colors in the fire display(acompanied by a professional



Plants and Color: the space is open for a workshop to create their o colorful flower

Dried glue salt and Watercolor : to create a painting from matter and paint

CHROMASPHERE TALKSHOW

Psychology of Color

Chromasphere “The Psychology Behind Color”
Name Title: Psychology of Color

- **The Psychology of Color: How Hues Influence Emotion and Behavior"**
- **Focus:** A discussion on how different colors evoke specific emotions and affect human behavior. This session can explore the psychological impact of colors in branding, marketing, fashion, and interior design.
- **Potential Guests:** Color psychologists, branding experts, interior designers, and visual artists.
- **Speaker:** VCD Lecturer and Psychologist

Psychology of Color

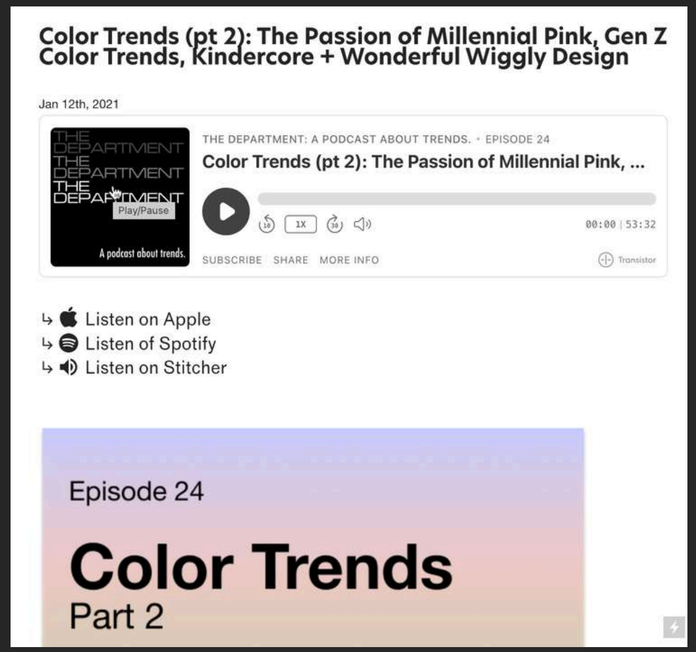
Chroma Z

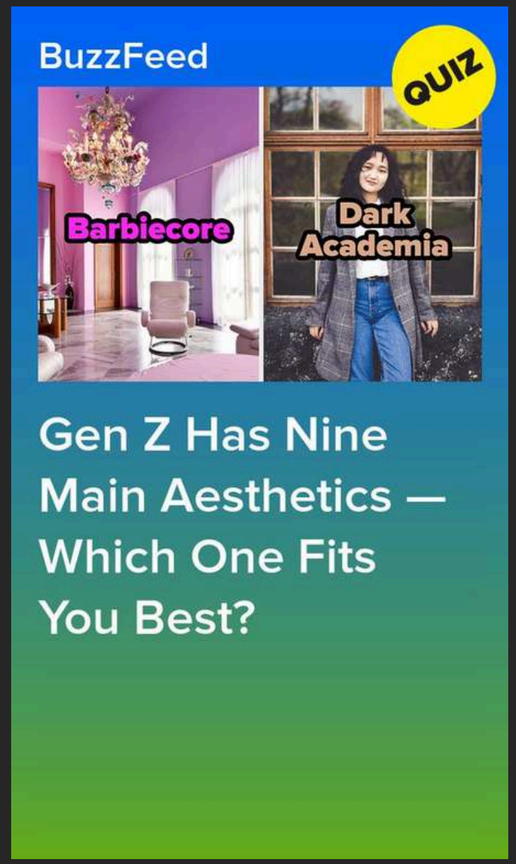
"ChromaSphere Youth Panel: How Gen Z Redefines Color in Design"
Name Title: Chroma Z

- Focus: A youth-centered discussion on how the younger generation is using color in new and unexpected ways. This could cover trends like neon palettes, digital art, and the embrace of unconventional color schemes in social media-driven design.
- Potential Guests: Young designers, social media influencers, digital artists, and trend forecasters.
- Speaker: A trendy influencer

Chroma Z


Later
5 Ways to Engage with Gen Z on Social Media


Color Trends (pt 2): The Passion of Millennial Pink, Gen Z Color Trends, Kindercore + Wonderful Wiggly Design
Jan 12th, 2021
THE DEPARTMENT: A PODCAST ABOUT TRENDS. · EPISODE 24
Color Trends (pt 2): The Passion of Millennial Pink, ...
Play/Pause
00:00 | 53:32
SUBSCRIBE SHARE MORE INFO
Transistor
↳ Listen on Apple
↳ Listen of Spotify
↳ Listen on Stitcher
Episode 24
Color Trends
Part 2


BuzzFeed
QUIZ
Barbiecore
Dark Academia
Gen Z Has Nine Main Aesthetics — Which One Fits You Best?


Later
Gua Sha Tool Green $19.99
view products
Liked by faxeus and others
Gen Z vs Millennial: What Marketers Need to Know
Anti-Redness Serum $44.99

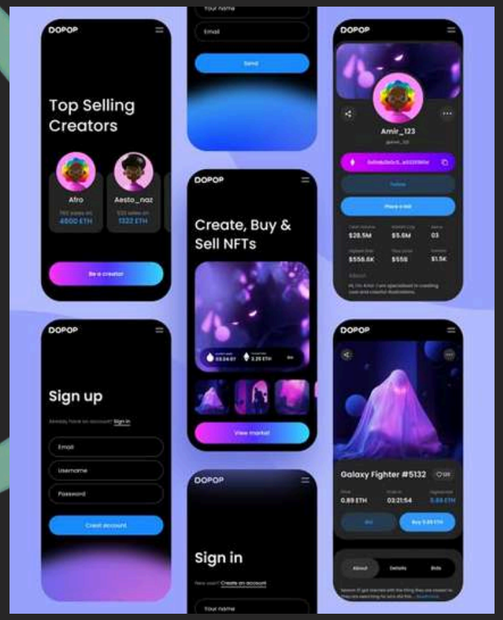
Chromaweb

Digital Color Trends: The Future of Color in Web and App Design"
Name Title: Chromaweb

- Focus: A forward-looking discussion on how color is evolving in digital spaces, from UI/UX design to app interfaces and website aesthetics. The panel could explore how digital color schemes impact user experience, branding, and functionality.
- Potential Guests: Web designers, app developers, UX/UI experts, and digital artists,future web designers
- Speaker: Visual Designer

Chromaweb


HELLO WORLD
RETRO UI KIT
416 PNG ELEMENTS + 1 FONT TEMPLATE
20 POST TEMPLATES + 20 STORY TEMPLATES
Creative Artillery
Start
12:00AM


Top Selling Creators
Create, Buy & Sell NFTs
Sign up
Sign in
Galaxy Fighter #5132


Hello Marry, How are you today?

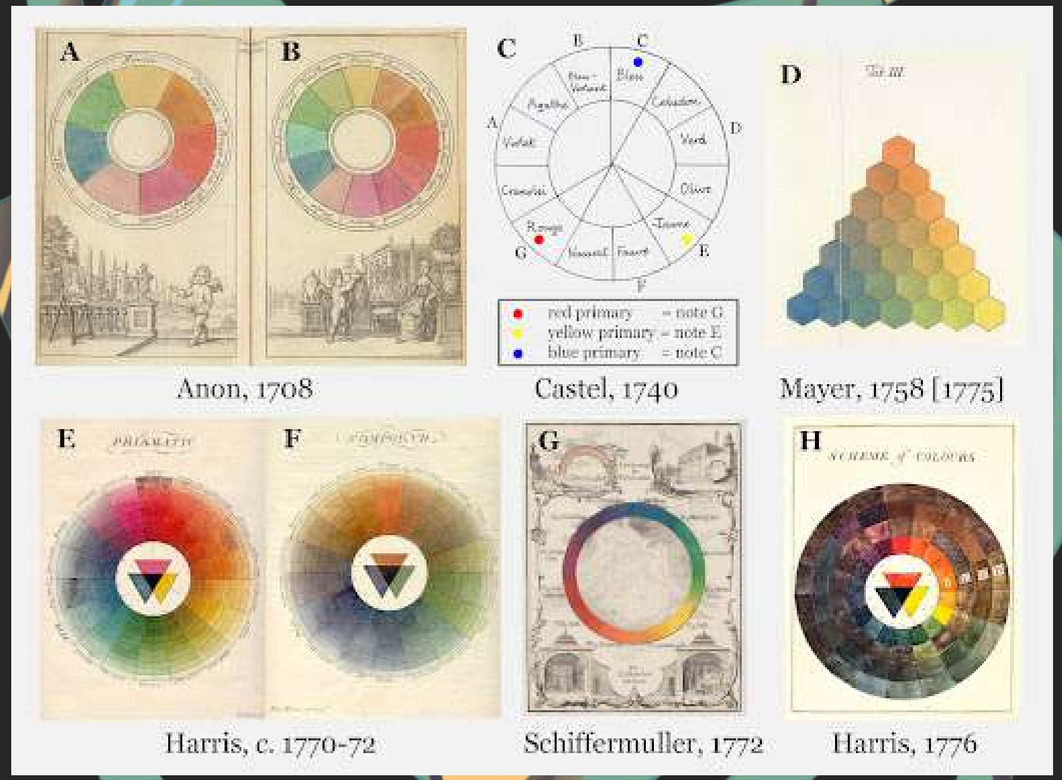

Micro Animation

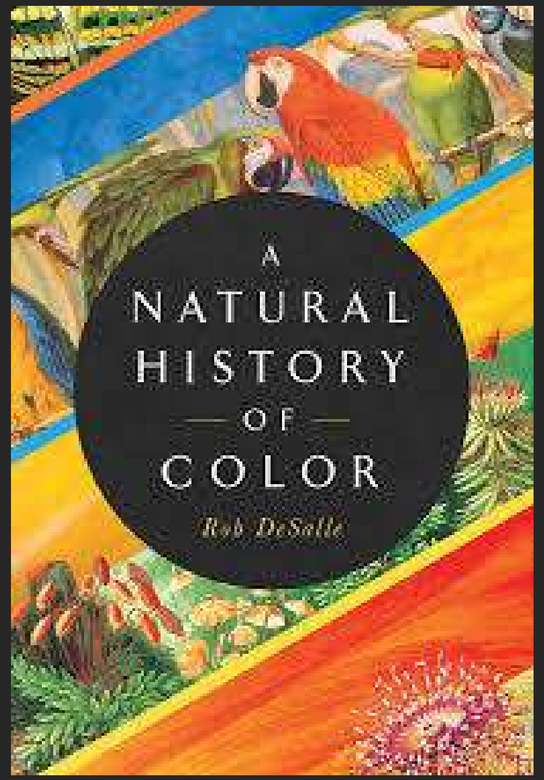
Chromastory

- "History of Color
- Name Title: Chromastory

- The History of Color: From Ancient Palettes to Modern Design" is a vibrant and engaging talk show exploring the fascinating journey of color throughout human history. This event takes attendees through the origins of color usage in art, design, and culture, tracing its evolution from ancient civilizations to modern-day applications in fashion, branding, and digital media.
- The talk show invites designers, historians, and color specialists to discuss how color has shaped our understanding of beauty, emotion, and communication. From the mystical blue of the ancient Egyptians to the dynamic neons of contemporary design, this event will offer a rich narrative about the power of color in society.
- Speaker : Putu Wardhani

Chromastory





CHROMASPHERE WORSKHOP

Chromalette X Saekjo Studios

Create Your Own Color Palette
Name Title: Chromalette

- Focus: A discussion on how to know your color pallette based on skin tone, appearance and your mood
- Activity Highlights:
  - Participants can choose from a range of shades, tints, and tones to assemble a unique palette.
  - Guidance on the psychological and emotional impacts of the colors chosen.
  - Visitors receive a printed or digital version of their palette as a memento.
- Potential Guests: stylists, designers
- Speaker: A color specialist

Chromalette X Saekjo Studios

Chromatelling X Wacom

- "Focus : Color Storytelling: Crafting Narratives Through Visuals" is an interactive workshop designed to help participants explore the powerful role of color in narrative storytelling. Led by a visual storytelling expert, this workshop focuses on using color to evoke emotions, guide audiences through stories, and communicate deeper meanings within visual designs, illustrations, or animations.

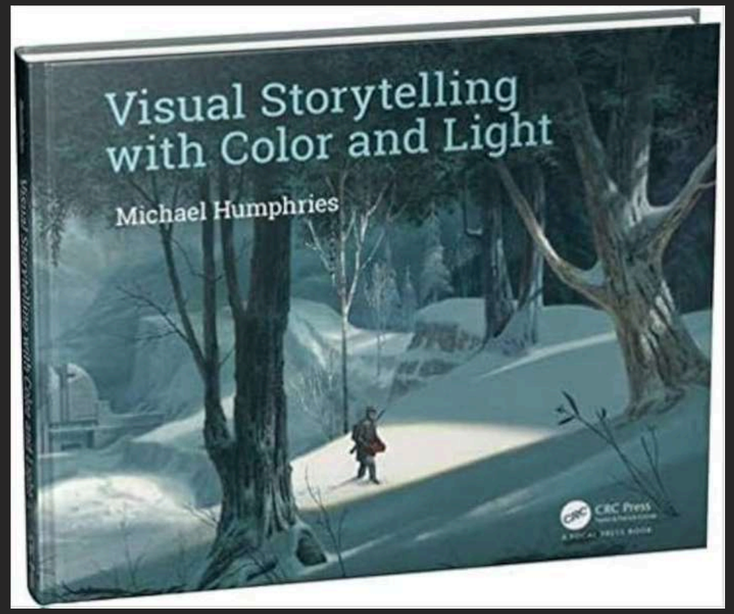
- Activity Highights : Participants will learn to construct compelling visual narratives where color is the central storytelling element. A guided lecture to create a storyboard panel/comic digitally with Wacom

- Target : Highschool students and future designers

- Speaker : Evan Raditya

- Sponsorship : Wacom tablets will be provided by Wacom for the activity

Chromatelling



CHROMASPHERE COMPETITION

Chroma X Himi

- Color Harmony: A Chromasphere Illustration Competition

- Activity : a live painting illustration competition that encourages participants of all ages and skill levels to explore their creativity using colors inspired by the ChromaSphere themes with a focus on using colors to express emotions, harmony, and storytelling.
- Purpose : The event is designed to connect participants with the vibrant world of visual design while promoting creativity and self-expression through color.

- Target : Highschool students

- Sponsorship : Tools will be provided by Himi

Chroma X Copic

- Color your Way : A Chromasphere Coloring Competition
- Activity : The Color your Way competition, sponsored by Copic, is a celebration of artistic creativity through the vibrant medium of Copic markers. This competition invites participants to express their creativity by coloring with their own style, using Copic's industry-leading professional markers.
- Purpose: Artists will have the chance to showcase their abilities in a live coloring event.
- Target : Highschool students
- Sponsorship : Tools will be provided by Copic

CAMPAIGN TIMELINE

Keterangan	Bulan															
	September		October				Maret 2025				April 2025				May 2025	
	Minggu ke-															
	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2
Planning																
Research Analysis																
Event Branding Benchmarking																
Project Brainstorming																
Event Planning																
Merchandise Planning																
Budget Planning																
Finding Sponsors																
Process																
Logo Making																
Mascot Making																
Poster Design																
Aset Design																
Merchandise, Packaging, Mock up Design																
Content Design (Feeds,Story)																
Preparation																
Commitee Recuitment and Meetings																
Posting Content on Social Media																
Contacting Vendors,Sponsors and Speakers																
Gate Making																
Printing																
Merchandise Making																
Storyline Animation Making																
Set Up Venue																
Iventory preparation																
Loading In																
Gladi Bersih																
Commitee Event Brief																
Event																
Event "Chromasphere"																
Final																
Final Report																
Last Commitee Meeting																

CAMPAIGN BUDGETING

RENCANA ANGGARAN BIAYA

Estimate

Kegiatan	: VCD Outling Design 2025 Chromasphere
Jangkauan	: Nasional
Tahun Pelaksanaan	: 2025

No.	Uraian Kegiatan	Jumlah	Satuan	Harga Satuan	Total Harga
A	**Chromavas Mural**				
1	Cat Akrilik Set Moritsu Student Edition	1	set	Rp99,000	Rp99,000
2	Kanvas Lukis Media Jumbo 100 x 150	1	unit	Rp250,000	Rp250,000
3	Kuas Lukis Grosir	1	set	Rp28,900	Rp28,900
				SUB TOTAL I	Rp377,900
B	**Chromalogy Personality Test**				
1	Cetak A6	120	unit	Rp950	Rp114,000
2	Laptop	5	unit	Rp0	Rp0
3	Meja	3	unit	Rp0	Rp0
4	Kursi	6	unit	Rp0	Rp0
				SUB TOTAL II	Rp114,000
C.	**Chroma Lab**				
1	Cuka Dapur	1	unit	Rp10,500	Rp10,500
2	Piacelli Lemon Lime Juice 200 ml	3	unit	Rp29,900	Rp69,700
3	Alora Sari Lemon 250 ml	1	unit	Rp19,900	Rp59,700
4	Baking Soda Maximum 1 Kg	1	unit	Rp14,900	Rp14,900
5	Antacid Vall- Boon 606 Tablets	1	unit	Rp39,999	Rp39,999
6	Ammonia Liquid 1 Liter	1	unit	Rp25,000	Rp25,000
7	Gelas Plastik 50 pcs	2	set	Rp9,690	Rp19,390
8	Watercolor Jokyo	3	unit	Rp31,000	Rp93,000
9	Lem Aica Abon 70 gr	3	unit	Rp11,700	Rp35,100
10	Sea Salt Pure Organic 250 gr	3	unit	Rp25,000	Rp75,000
11	Flask, Funnel, Beaker	15	unit	Rp0	Rp0
12	Bunga Mawar Putih 20 buah	2	set	Rp62,000	Rp124,000
				SUB TOTAL III	Rp566,289
D.	**Roundtable (Media, Partner, and Sponsors)**				
1	Roll up Banner 60 x 160	2	unit	Rp65,000	Rp130,000
2	Vertical Banner (Umbul - Umbul) 70 x 365 cm	10	unit	Rp1,400,000	Rp14,000,000
2	Poster Brosur	20	unit	Rp5,000	Rp100,000
3	Billboard Print 8 x 16	1	unit	Rp156,500	Rp156,500
4	Videotron Indoor	1	minggu	Rp15,000,000	Rp15,000,000
5	Stiker	40	unit	Rp885	Rp35,400
6	Totebag	20	unit	Rp12,500	Rp250,000
7	Standing Poster Ciputra World	5	unit	Rp0	Rp0
8	Digital Signage Ciputra World	7	unit	Rp0	Rp0
9	Notebook A5	20	unit	Rp24,000	Rp480,000
10	Baju All Size	15	unit	Rp55,000	Rp825,000
11	Sponsor (Wacom, Himi, Copic)	0		Rp0	Rp0
12	Instagram Ads	60	hari	Rp16,000	Rp960,000
13	Tiktok Ads	1	campaign	Rp500,000	Rp500,000
				SUB TOTAL IV	Rp32,436,900
E.	**Talkshow**				
1	Kursi	100	unit	Rp0	Rp0
2	Meja	50	unit	Rp0	Rp0
3	Speaker Color Specialist Saekjo Studios	1	orang	Rp1,500,000	Rp1,500,000
4	Gate Event Multiplek Custom - Welcome gate	1	unit	Rp350,000	Rp350,000
5	Sound System	1	set	Rp0	Rp0
6	Panggung 400m2	1	set	Rp0	Rp0
7	Layar Panggung	3	hari	Rp5,600,000	Rp16,800,000
				SUB TOTAL V	Rp18,650,000
E.	**Competititon**				
1	Prize Lomba Color Your Way	1	unit	Rp2,250,000	Rp2,250,000
2	Prize Lomba Color Harmony	1	unit	Rp2,250,000	Rp2,250,000
3	Copic Ciao Set 12	25	set	Rp0	Rp0
4	Himi Jelly Gouache 24	25	set	Rp0	Rp0
5	Art paper print	50	set	Rp230	Rp11,500
6	Wacom Creative Pen Tablet CTL-472 - One	30	unit	Rp0	Rp0
				SUB TOTAL VI	Rp4,511,500
E.	**Other Expenses**				
1	Dekor Stage	1	set	Rp5,000,000	Rp5,000,000
2	Entrance Gate	1	set	Rp3,100,000	Rp3,100,000
2	Konsumsi Panitia	3	hari	Rp2,436,000	Rp7,308,000
3	Lanyard ID Card Panitia	87	orang	Rp11,500	Rp1,000,500
				SUB TOTAL VII	Rp16,408,500
				GRAND TOTAL	Rp73,065,089

RENCANA PEMASUKAN

No.	Uraian Kegiatan	Jumlah	Satuan	Harga	Total Pemasukan
A	**Competition**				
1	Color Your Way Competition	15	orang	Rp150,000	Rp2,250,000
2	Color Your Way Competition Early Bird	10	orang	Rp125,000	Rp1,250,000
3	Color Harmony Competition	25	orang	Rp100,000	Rp2,500,000
4	Chromalette Workshop	20	orang	Rp150,000	Rp3,000,000
5	Chromatelling Workshop	25	orang	Rp75,000	Rp1,875,000
6	Stiker	40	unit	Rp20,000	Rp800,000
7	Totebag	20	unit	Rp65,000	Rp1,300,000
8	Notebook A5	20	unit	Rp50,000	Rp1,000,000
9	Baju Merchandise	15	unit	Rp200,000	Rp3,000,000
				GRAND TOTAL	Rp16,975,000

CAMPAIGN RUNDOWN

DAY 1 - FRIDAY, 2nd May 2025

Jam	Durasi	Kegiatan	Detail	PIC
09:00 - 10:30	90'	Event Preparation	Booth, Workshop, and Stage setting up by commitee	Commitee
10:30 - 11:00	30'	Event opening	Opening Remarks OD 25 by : Dekan School of Creative Industry, Dr. Astrid and Representative from VCD Lecturer	MC,Dr. Astrid, Evan Raditya.
11:00 - 12:00	60'	Booth : Chromavas: Opening Mural Entrance	Opening of Chromavas Booth, invited for everyone to use	Pandu Rukmi
12:00 - 12:45	45'	Chromasphere Tour by MC	Tour : TA Booth, Booth SU, VCD Store, VCD Projects, Chromasphere Booths	MC
12:45 - 13:00	15'	VCD Games	Quiz about VCD Facts	MC
13:00 - 14.15	75'	Seminar and Talk Show : Psychology of Color by Alexandra Ruth and Evan Raditya	Place: Stage	Evan Raditya and Alexandra Ruth
			Topic : explore the psychological impact of colors in branding, marketing and visual design	Moderator and Speakers
14:15 - 14:30	15'	VCD Games	Quiz about Psychology of Color	MC
14:30 - 16:30	120'	Workshop : Chromalette by Saekjo Studios	Place: Stage	Saekjo Studios Color Specialist
			Topic: A discussion on how to know your color pallette based on skin tone, appearance and your mood	Attendees get a print book of their color pallette
16:00 - 17.00	60'	Chroma X Copic : Coloring Competition	Place : TA Booths	MC
			The Color your Way competition, sponsored by Copic, is a celebration of artistic creativity through the vibrant medium of Copic markers. This competition invites participants to express their creativity by coloring with their own style, using Copic's markers	
17:00 - 18.00	60'	ISHOMA	Committee and Booth TA takes a break	Commitee
18:00 - 18:30	30'	Booth TA Tour	A one on one friendly interview with our MC to highlight our VCD 2021 TA projects (little games and quiz	TA Booths
				MC

DAY 2 - SATURDAY, 3rd May 2025

Jam	Durasi	Kegiatan	Detail	PIC
09:00 - 10:00	60'	Event Preparation	Preparation for Day 2	Comittee
10:15 - 10:30	30'	Event Opening Day 2	MC introducing activities and schedule for Day 2	MC
11.00-12.30	90'	Chroma X Himi: Color Harmony Coloring Competition	A live painting competition for high school students to participate in	
				MC
			Theme : Color Harmony	Stage and Floor Area
13:00 - 14.15	75'	Seminar and Talk Show: Chroma Z by Christian Ang	Topic: New Gen Z Color Trends	Christian Anggrianto,PhD and Moderator
				Place: Stage
14:15 - 14:30	15'	VCD Games	Short Quiz about Chroma Z	MC
14:30 - 16:00	90'	Seminar and Talkshow: Chroma Web by (Visual Designer)	Topic: Evolution of Color in Digital Space	Visual Designer and Moderator
				Place Stage
16:00 - 16:15	15'	VCD Games	Short Quiz about Chroma Web	MC
16:15 - 17:00	75'	Seminar and Talkshow: Chromastory by Putu Warhadani	Topic : The Journey of Color throughout Human History	Putu Wardhani and Moderator
17:00 - 17:15	15'	VCD Games	Short Quiz about Chromastory	MC
17:15 - 18:15	60'	ISHOMA	Committee and Booth TA takes a break	Commitee

DAY 3 - SUNDAY, 4th May 2025

Jam	Durasi	Kegiatan	Detail	PIC
09:00 - 10:00	60'	Geladi Resik VCD Performance / VCD TA Talkshow	Practice for VCD Performance	Performers
10:00 - 12:00	120'	Workshop: Chromatelling X Wacom by Evan Raditya	Activity : Guided by our lecturer, attendees will create a 4 panel storyboard using a laptop and Wacom Tablet	Place : Stage and Chairs Area
			Topic: interactive workshop designed to help participants explore the powerful role of color in narrative storytelling.	Speaker: Evan Raditya
12.00-12.15	15'	VCD Games	Quiz about Chromatelling	MC
12:15 - 13.30	15'	Presentation / Talk Show TA Preparation	Committee prepares on stage	Commitee
13:30 - 14:00	60'	Presentation / Talk Show TA	Presentation TA	VCD 2021
14:00 - 14:30				
14:30 - 15:00	60'	Presentation / Talk Show TA		
15:00 - 15:30				
15:30 - 16:00	60'	Presentation/ Talk Show TA		
16:00 - 16:30				
16:30 - 17:00	60'	Presentation / Talk Show TA		
17:00 - 17:30				
17:30 - 18:00	30'	ISHOMA	Committee and Booth TA takes a break	Commitee
18:00 - 20:00	120'	VCD Performance	Performances brought by our VCD Students	Performance 1: An artistic slow dance by (VCD Students) (collor ribbons) Performance 2: Live Painting by (VCD Student)
				Performance 3: An orchestra/band shone by color lights, following the emotions of music Performance 4: Dance battle with different color themes
20:00 - 21:00	60'	Chromasphere Closing	Best TA, Awarding, Closing Remarks	MC

Graphic Standard Manual
CHROMASPHERE

LOGO GUIDELINES

LOGO MEANING

Yellow stars within the context of “Chroma Sphere” represent the shining potential and creative energy of the design community, especially among design students and emerging artists. Their presence at the festival reinforces the idea that creativity is an illuminating force that guides designers through the cosmos of color and imagination, encouraging them to embrace their boldest and brightest ideas.

LOGO MEANING

With the shape of a sphere which is a 3d inflated smooth surface, baloon like. Chroma Sphere delivers a playful and colorful vibe on each letter's typography. With a variety of a few chosen main colors, representing various ideas and creations made beyond imagination and endless possibilities.

LOGO TYPOGRAPHY

POPK BELLY

regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

for "CHROMA"

SNIGLET

bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

for "SPHERE"

TYPOGRAPHY

Now

bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

for headlines and body text

LOGO TYPOGRAPHY

Typography as an Expression of Playfulness

In Chromasphere Logo, the typography is a playful, artistic element that brings words to life. The use of quirky, oversized, or experimental fonts gives the text a personality that is full of energy and movement. The playful nature of the typography invites the viewer to interact with it in a fun, light-hearted way, breaking away from rigid forms to create an engaging and dynamic visual experience.

Exploration of Shapes and Forms:

In Chromasphere, the typographic design takes on new shapes, such as letters that resemble colorful spheres, or abstract forms. This experimentation taps into the idea of limitless creativity, where letters themselves become objects of art within a colorful universe.

Bold Use of Color

The theme embraces the spectrum of colors in its typography, using vivid hues to create contrast and harmony. Each letter or word can take on a unique shade, transitioning between gradients or color blocks that evoke emotions and add depth. This colorful approach celebrates the idea of Chromasphere, where every letter contributes to an explosion of color that embodies creativity and vibrancy.

Emotional Connection

By combining color and playful typography, Chromasphere creates an emotional connection with its audience. Color stimulates emotions, while playful typography adds a sense of whimsy and fun. Together, they create a welcoming and engaging atmosphere, inviting the viewer to not just read, but experience the typography as a visual and emotional journey.

LOGO SIZING

5cm

minimum sizes for logos namely measuring 5cm, with adjustable width.

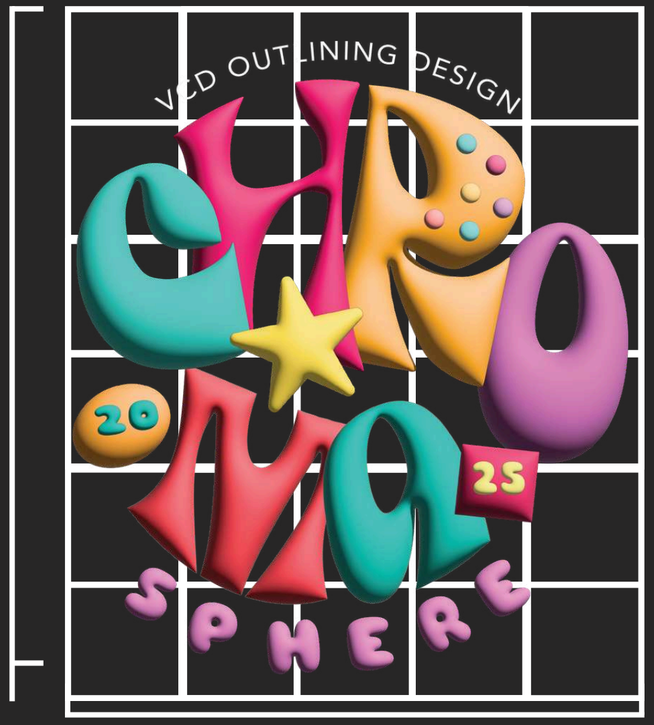
- **Can be used to attach letters and business cards**

10cm

maximum sizes for logos namely measuring 10cm, with adjustable width.

- **Can be used for the main poster designs**

LOGO
STRUCTURE &WHITESPACE



LOGO DO’s

logo black

logo white

LOGO DO's

*apply on dark backgrounds

black
#000000

dark gray
#272626

navy blue
#23255D

dark purple
#3F2463

gray
#3F3F3C

dark brown
#523B34

LOGO DONT's!

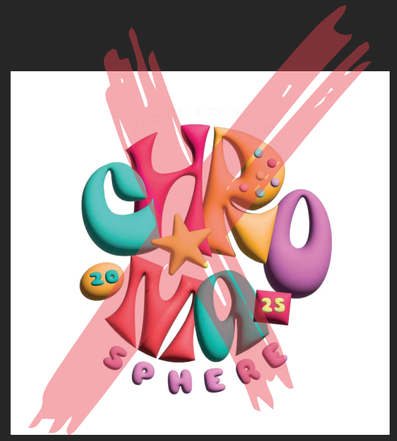
Adding backshadow

Rotate

Flip

Distort

Recolour



apply on light backgrounds

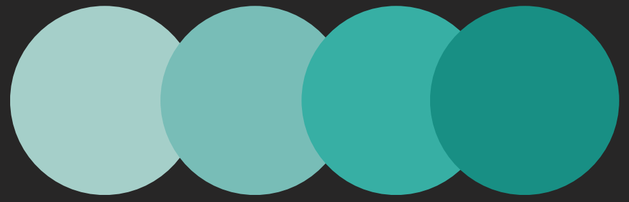
change font

COLOR PALETTE

#37AFA4

TURQUOİSE

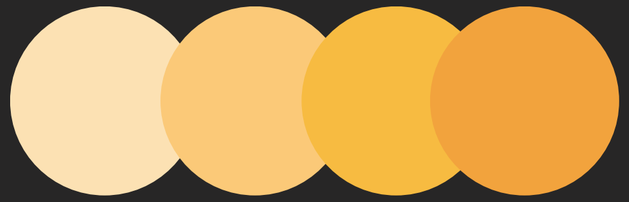
With its close ties to clarity, turquoise perpetually inspires. The color helps to open lines of communication between the heart and spoken word. It presents as friendly and creative color enjoying life, representing innovation.



#F7BB41

GOLDEN YELLOW

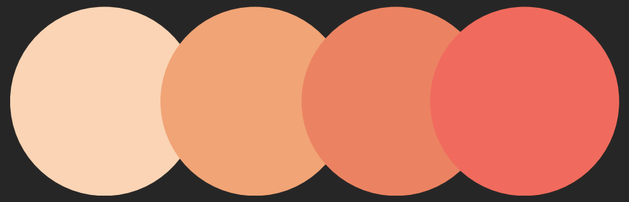
Yellow represents the initial spark of inspiration and ideas. It encourages experimentation and a playful, inventive approach to creating art. It's a color of fresh beginnings and thinking outside the box.



#EB8362

CORAL

In your art journey, coral represents a phase of energetic exploration and enthusiasm. It reflects moments where you are highly motivated to try new things, experiment with materials, and push boundaries, driven by a lively creative spark.



These colors represents innovation, communication, playful, optimistic and acceptance.

1. **Innovation** – Innovation drives the pursuit of new ideas, materials, and methods. Innovation fosters a mindset of continuous improvement and evolution, encouraging designers to think beyond conventional solutions.
2. **Playfulness** – Playfulness in design introduces a sense of exploration, creativity, and freedom. It encourages designers to experiment with unconventional ideas, embrace whimsy, and explore unexpected solutions.
3. **Optimism** – Optimism in design reflects the belief that creative solutions can make the world better. It's about envisioning a future where design enhances experiences, solves problems, and brings people together.
4. **Acceptance** – Acceptance in design relates to embracing diverse perspectives, needs, and ideas. It acknowledges the importance of inclusivity, where designs accommodate a wide range of users, experiences, and contexts.

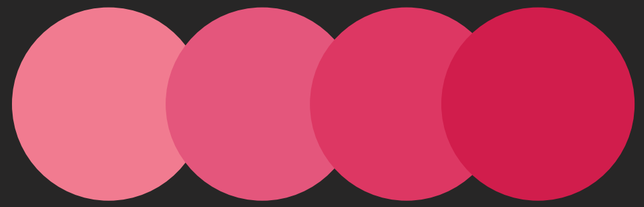
Innovation sparks creative solutions,optimism drives positive change, and acceptance fosters inclusivity and adaptability. Together, these values create an approach to design that is forward-thinking, engaging, and deeply connected to human experience.

COLOR PALETTE

#DD3763

DARK PİNK

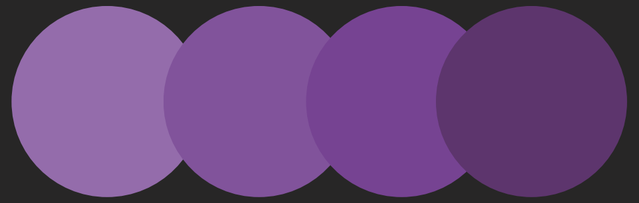
Pink represents friendship, affection, harmony, compassion, nurturing and approachability. The color can be seen as bold and confident as it radiates charm, its darker shade is often perceived as luxurious and glamourous.



#764392

VİOLET

Purple represents the magical, intuitive side of creativity—those moments when your imagination leads you down unexplored paths. It's the color of abstract thinking and visionary ideas, where boundaries blur and the unexpected emerges. It encourages the use of fantasy and emotion in creative expression.



These colors represents Harmony and Fantasy

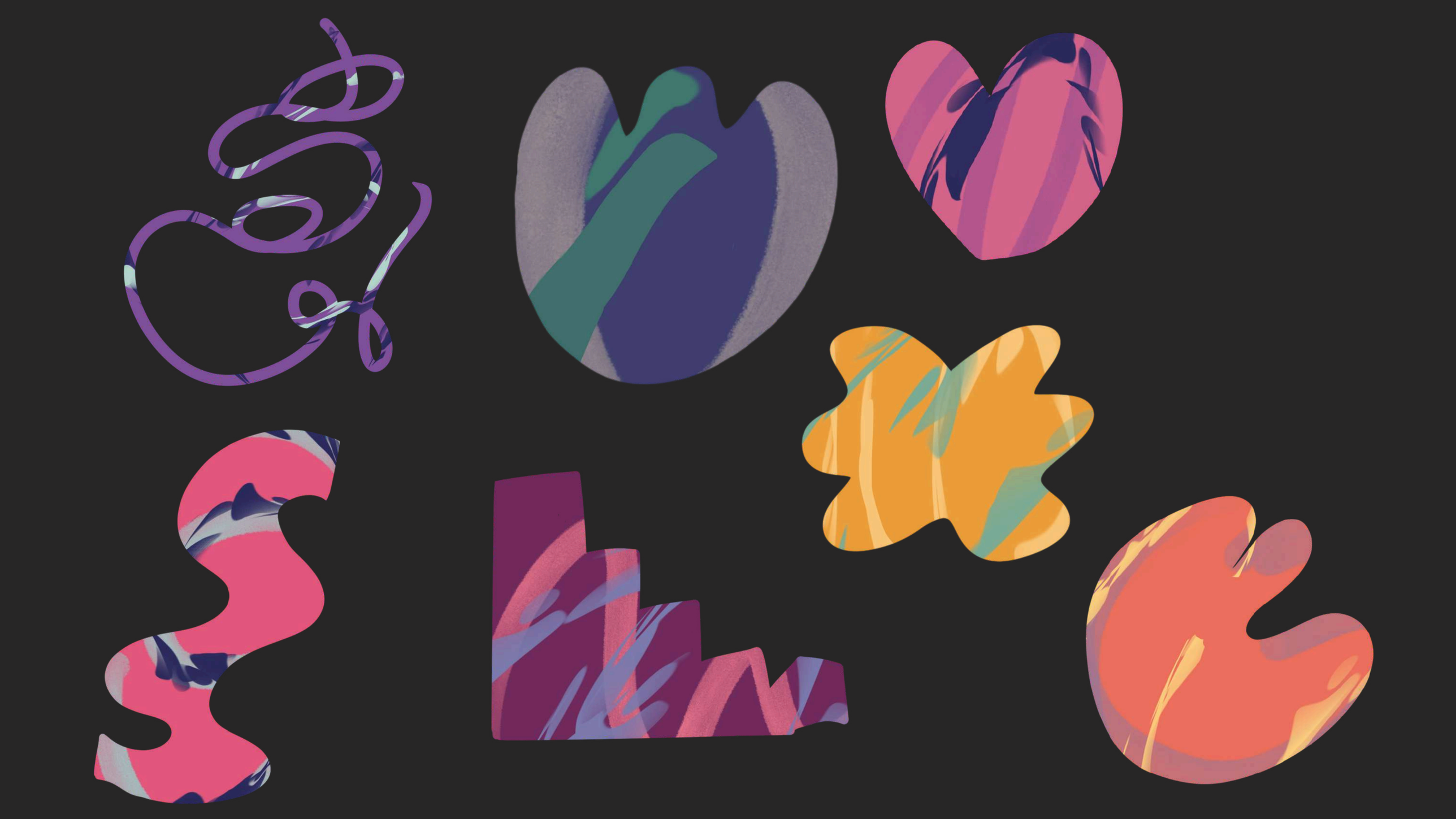
1. **Harmony**
In color theory, harmony refers to the balanced use of colors in a way that is aesthetically pleasing. Complementary, analogous, or monochromatic color schemes are examples of how harmony is applied to color choices in design, making the design more impactful and aligned with its intended message or purpose.
2. **Fantasy**
Fantasy in design taps into imagination and creativity, breaking free from reality to explore dreamlike, whimsical, or surreal concepts. Fantasy allows designers to step outside the ordinary and experiment with forms, materials, and narratives that transcend conventional limits.

Fantasy fuels the imagination, allowing for out-of-the-box thinking that challenges norms and expands what design can achieve. By achieving harmony, designers create work that is not only visually pleasing but also functional and emotionally resonant, offering a complete and satisfying experience for the user or viewer.

MASCOTS

ASSETS


Keep it Up
Vacation
New Ideas
Love It!
Our Dream
Next year !!
Sketch Book

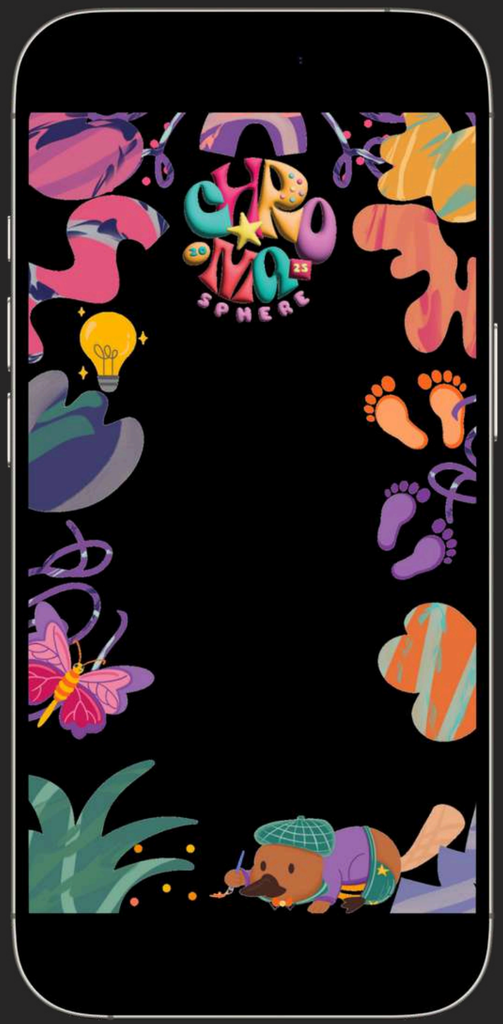


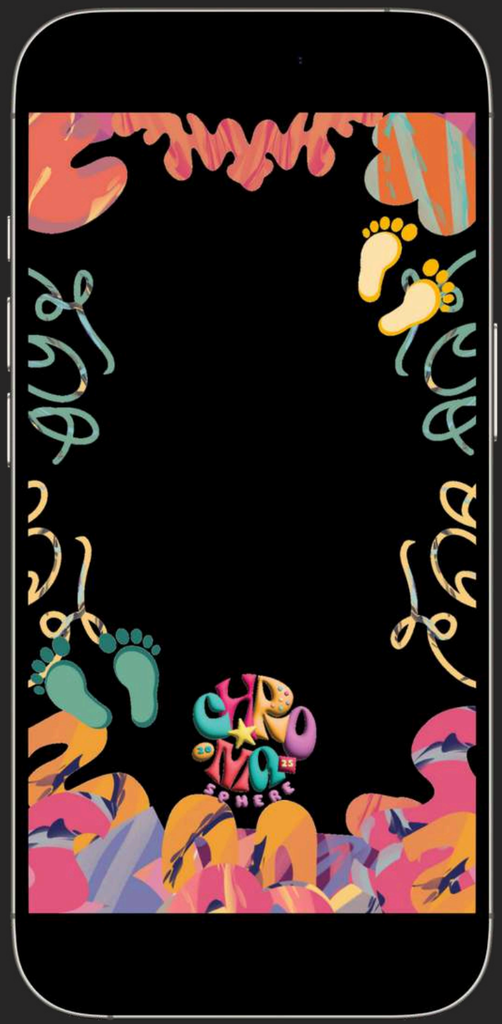
OUTPUTS

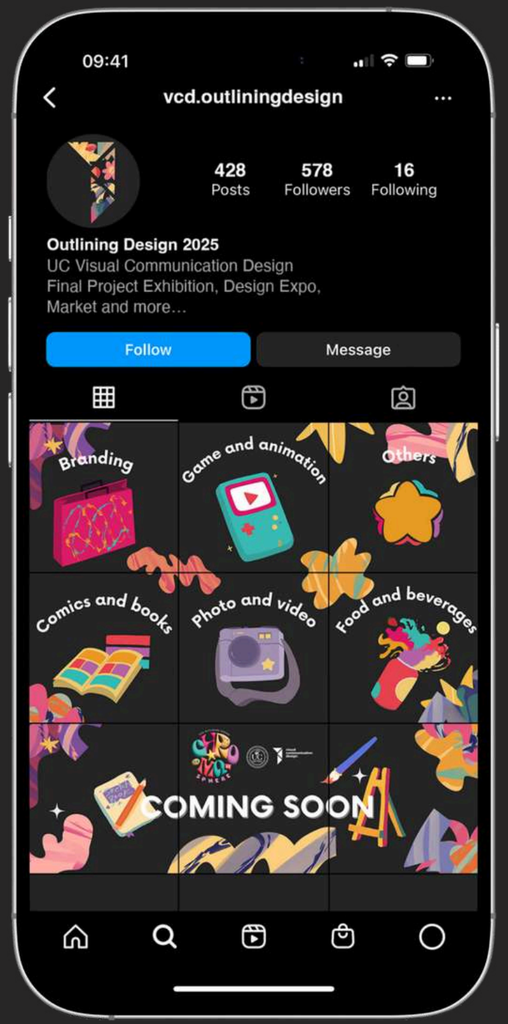
Line Stickers

Line Stickers

Instagram







filters

profile

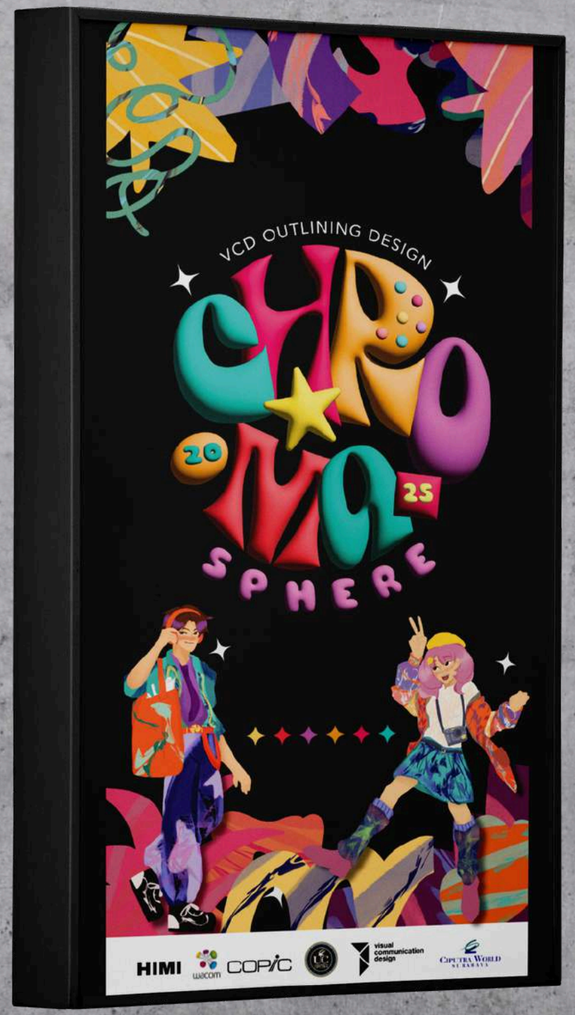
BILLBOARD ADS

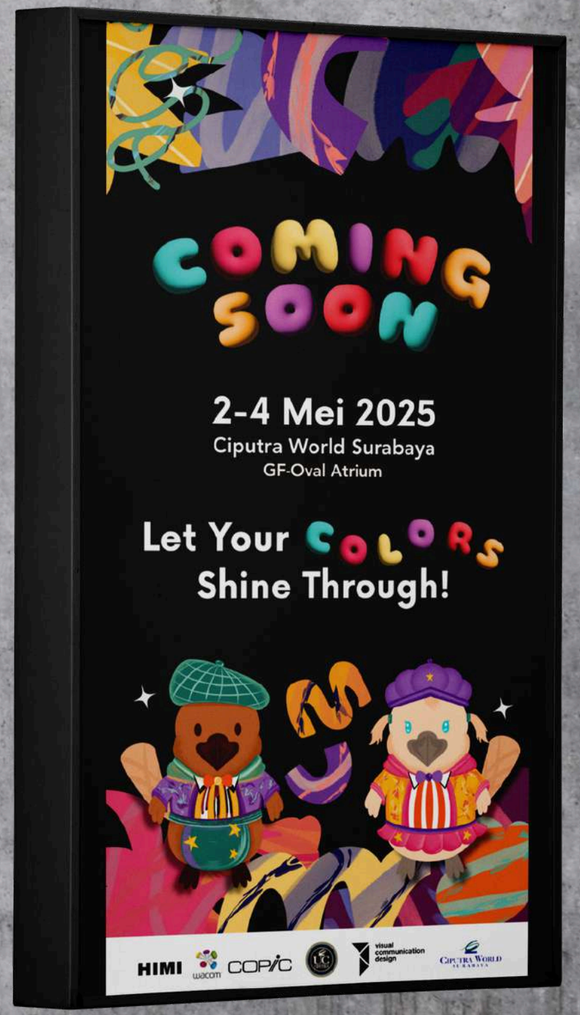
DIGITAL ADS


VCD OUTLINING DESIGN
CHROMA 25
SPHERE
HIMI
COMING SOON
2-4 Mei 2025
Ciputra World Surabaya
GF-Oval Atrium
Let Your COLORS Shine Through!
HIMI

STREET FLAG BANNERS

STREET WALL POSTERS





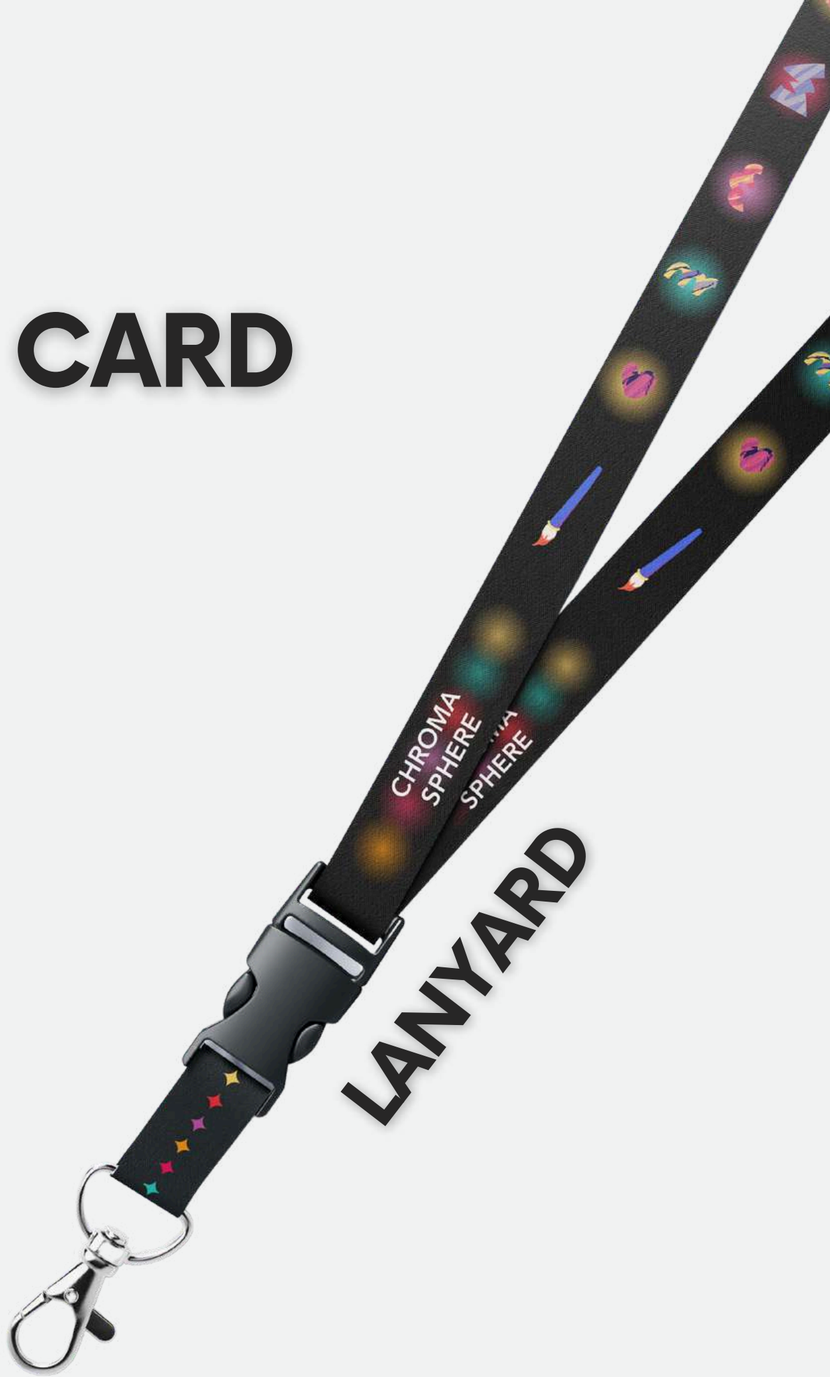
INDOOR SIGNAGE

X-BANNERS


VCD OUTLINING DESIGN
CHROMA
20
25
SPHERE
HIMI
wacom
COPIC
visual communication design
CIPUTRA WORLD SURABAYA

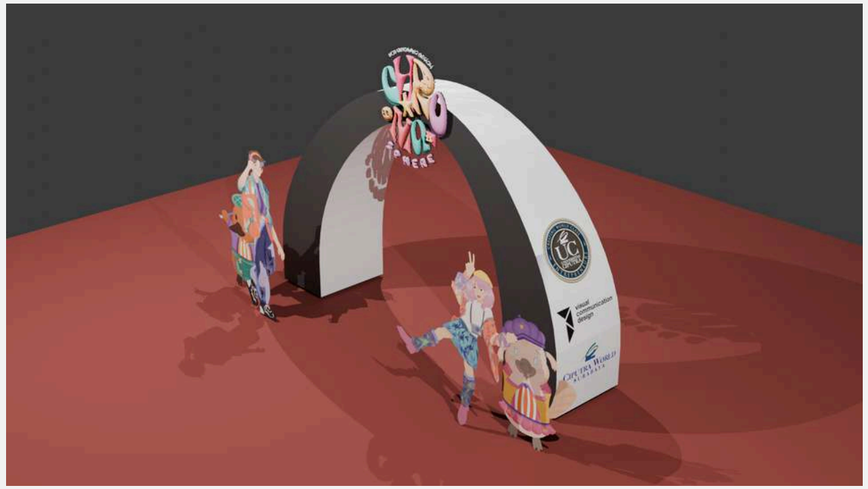

VCD OUTLINING DESIGN
CHROMA
20
25
SPHERE
HIMI
wacom
COPIC
visual communication design
CIPUTRA WORLD SURABAYA

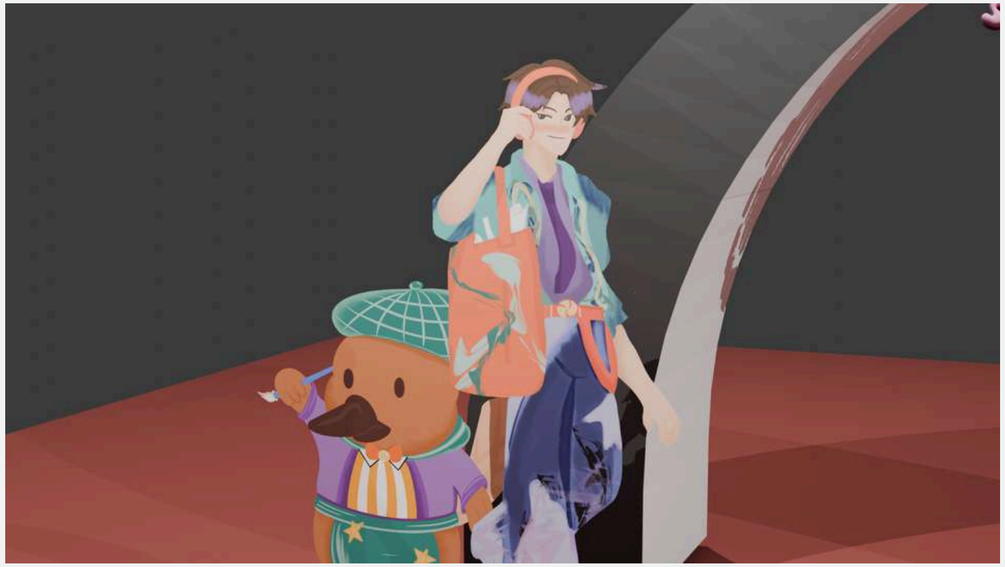
ID CARD



LANYARD

ENTRANCE GATE





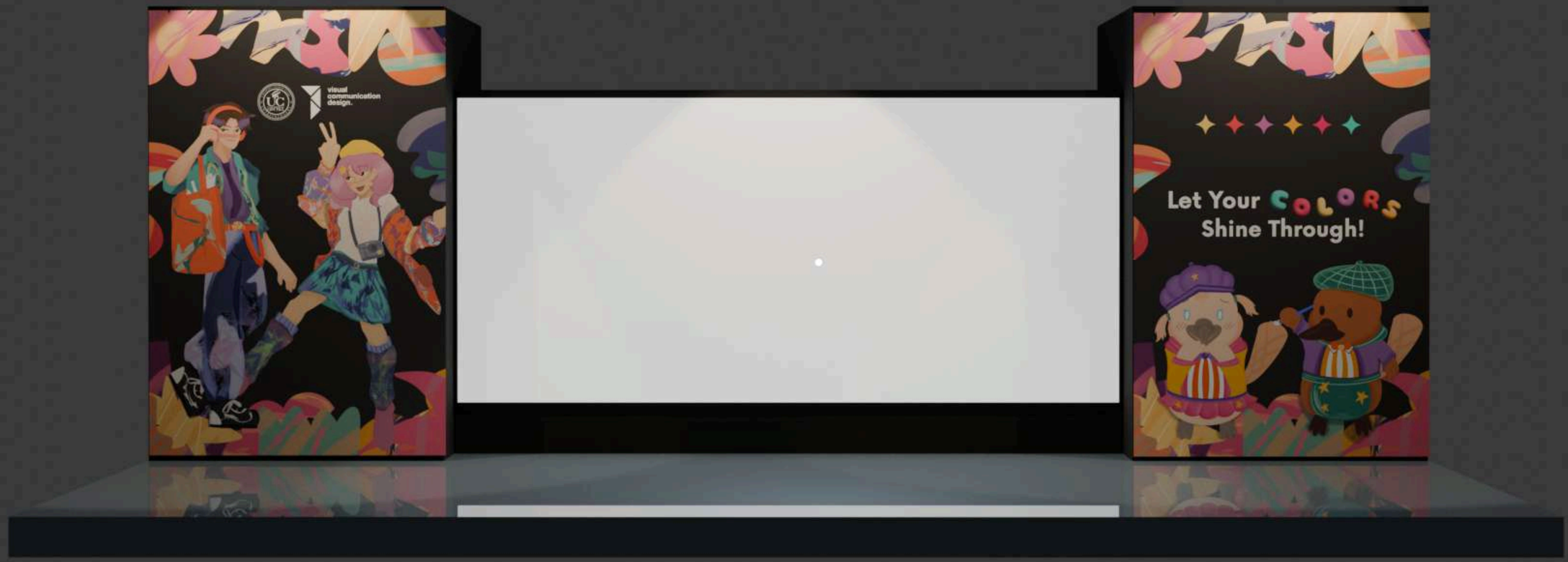

visual
communication
design
CIPUTRA WORLD
SURABAYA


HIMI
wacom
COPIC


VCD OUTLIVING DESIGN
CHRO
MO
SPHERE

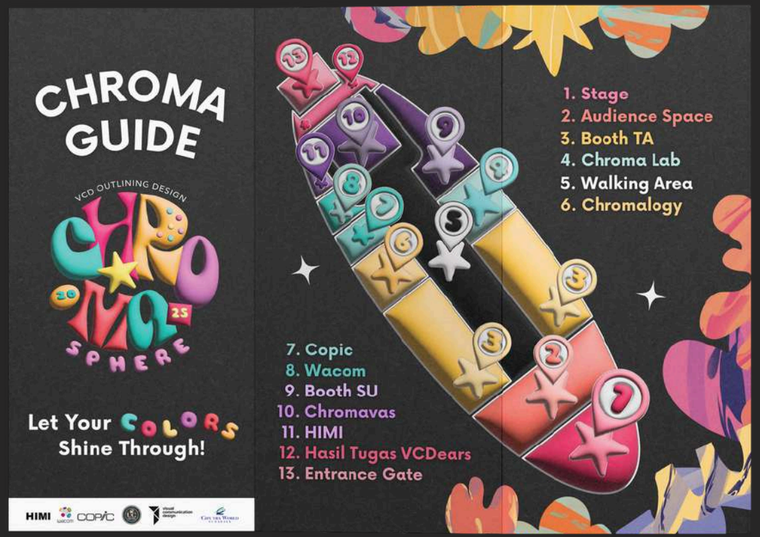

visual
communication
design
CIPUTRA WORLD
SURABAYA

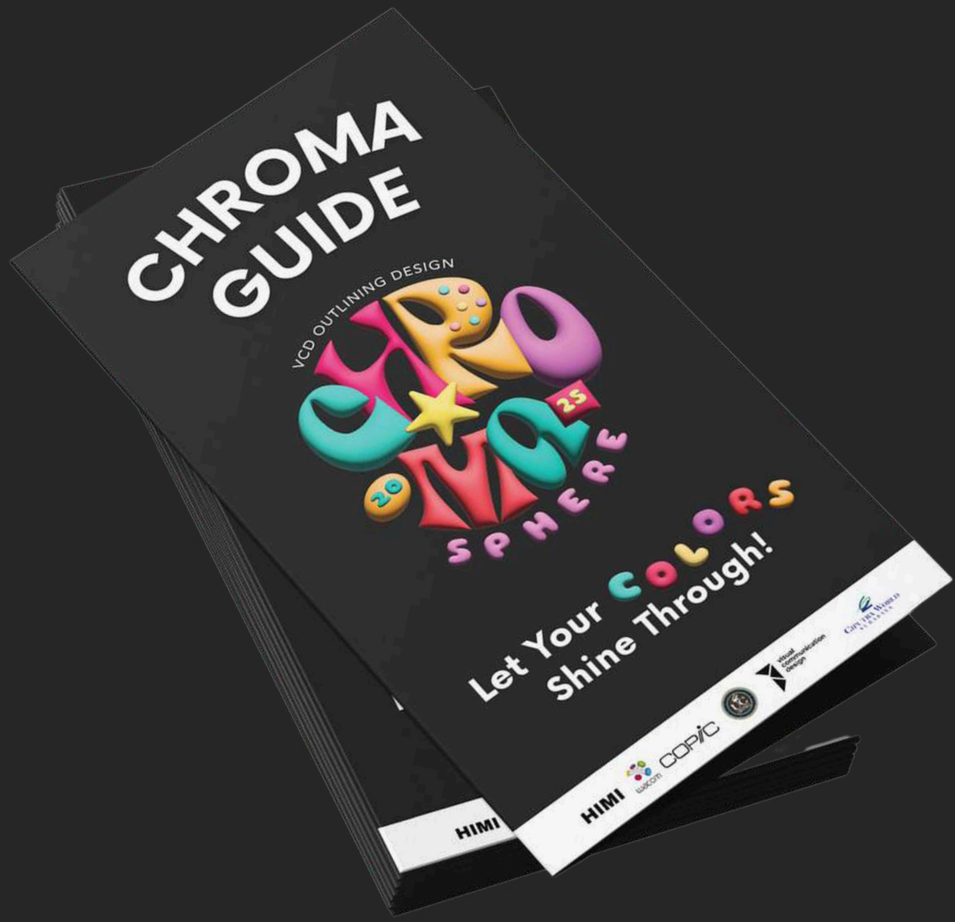
STAGE


visual communication design.
Let Your COLORS Shine Through!


Let Your COLORS
Shine Through!
Let Your COLORS
Shine Through!

CHROMA GUIDE BOOKLET





POSTERS


VCD OUTLINING DESIGN
CHRO
20
MO
25
SPHERE
2-4 Mei 2025
HIMI
wacom
COPIC
visual communication design
CIPUTRA WORLD
saekjo studio


VCD OUTLINING DESIGN
CHRO
20
MO
25
SPHERE
2-4 Mei 2025
HIMI
wacom
COPIC
visual communication design
CIPUTRA WORLD
saekjo studio


VCD OUTLINING DESIGN
CHRO
20
MO
25
SPHERE
2-4 Mei 2025
HIMI
wacom
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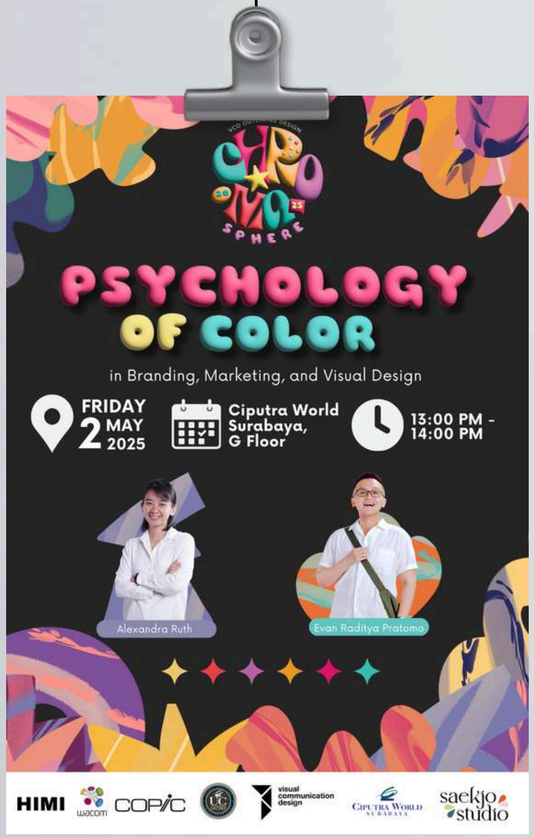
visual communication design
CIPUTRA WORLD
saekjo studio

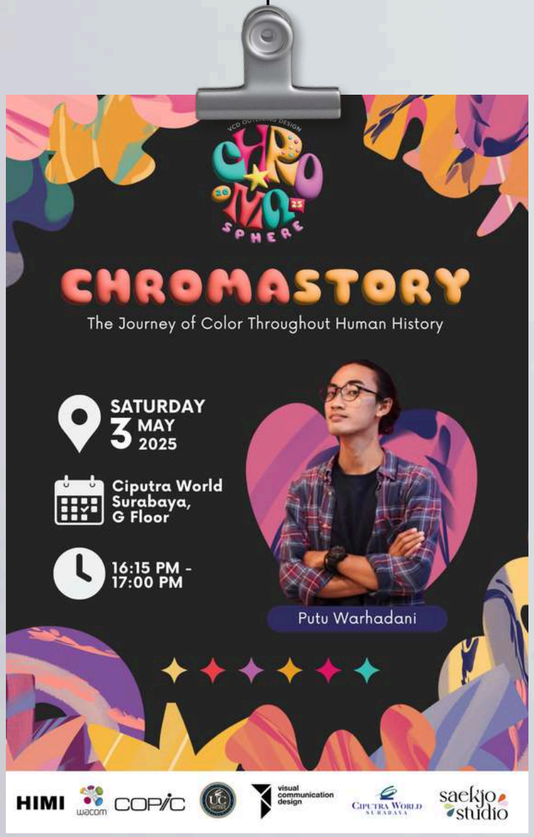
POSTERS


CHROMA 25
SPHERE
PSYCHOLOGY OF COLOR
in Branding, Marketing, and Visual Design
FRIDAY 2 MAY 2025
Ciputra World Surabaya, G Floor
13:00 PM - 14:00 PM
Alexandra Ruth
Evan Raditya Pratomo
HIMI
wacom
COPIC
visual communication design
CIPUTRA WORLD SURABAYA
saekjo studio


CHROMA 25
SPHERE
CHROMA Z
Discussion About Young Generation in Using Colors
SATURDAY 3 MAY 2025
Ciputra World Surabaya, G Floor
13:00 PM - 14:15 PM
Christian Ang
HIMI
wacom
COPIC
visual communication design
CIPUTRA WORLD SURABAYA
saekjo studio


CHROMA 25
SPHERE
CHROMAWEB
Evolution of Color in Digital Space
SATURDAY 3 MAY 2025
Ciputra World Surabaya, G Floor
14:30 PM - 16:00 PM
Junaidi Wirawan
HIMI
wacom
COPIC
visual communication design
CIPUTRA WORLD SURABAYA
saekjo studio

POSTERS


CHROMASTORY
The Journey of Color Throughout Human History
SATURDAY
3 MAY
2025
Ciputra World
Surabaya,
G Floor
16:15 PM -
17:00 PM
Putu Warhadani
HIMI
wacom
COPIC
visual
communication
design
CIPUTRA WORLD
SURABAYA
saekjo
studio


CHROMATELLING
Explore the Powerful Role of Color in Narrative Storytelling
SUNDAY
4 MAY
2025
Ciputra World
Surabaya,
G Floor
10:00 PM -
12:00 PM
Evan Raditya Pratomo
HIMI
wacom
COPIC
visual
communication
design
CIPUTRA WORLD
SURABAYA
saekjo
studio

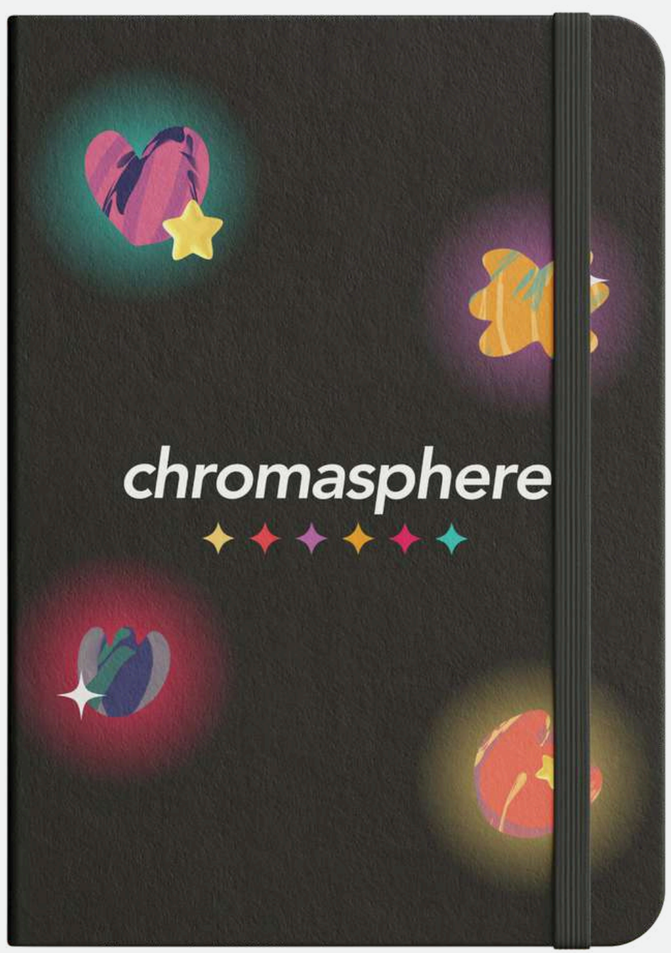

CHROMALETTE
How to know your color pallette
SUNDAY
4 MAY
2025
Ciputra World
Surabaya,
G Floor
14:30 PM -
16:30 PM
Moon
HIMI
wacom
COPIC
visual
communication
design
CIPUTRA WORLD
SURABAYA
saekjo
studio

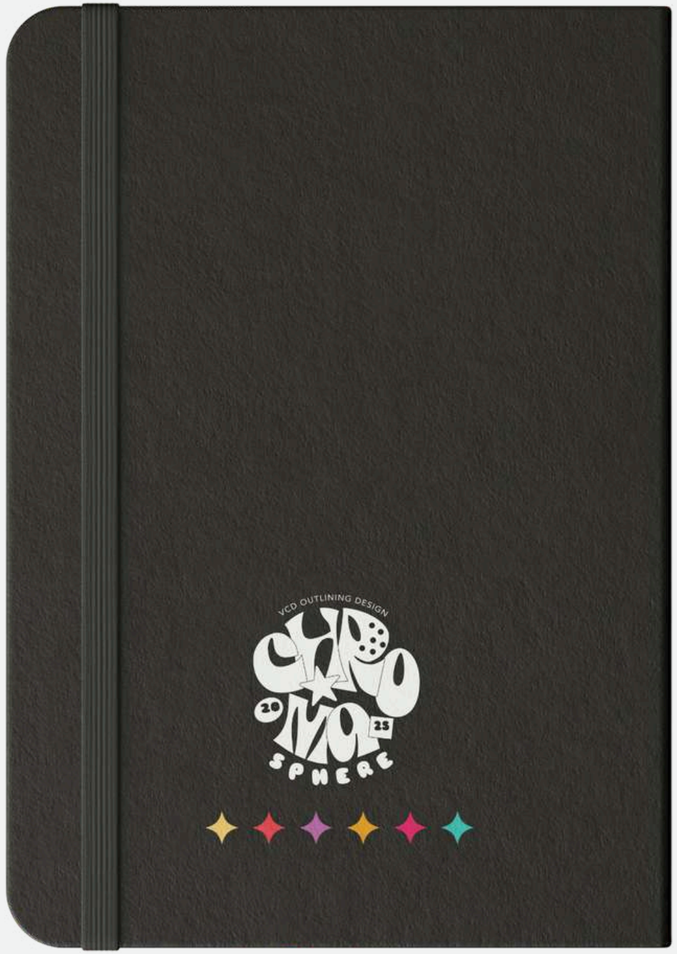
POSTERS

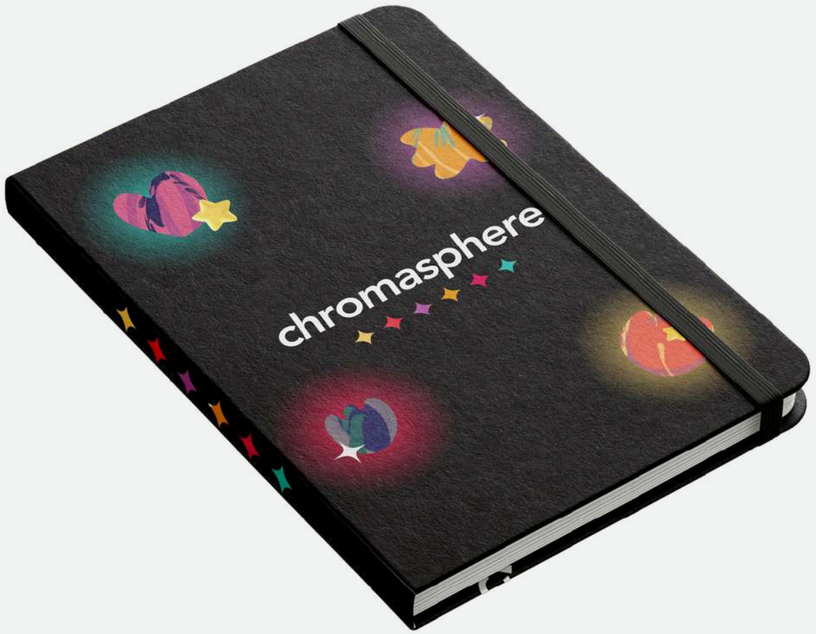

COLORING
COMPETITION
x COPIC
FRIDAY
2 MAY
2025
Ciputra World
Surabaya,
G Floor
16:00 PM -
17:00 PM
Early Bird
125K
Registration Fee
150K
1ST PLACE Rp. 1.000.000
2ND PLACE Rp. 750.000
3RD PLACE Rp. 500.000
HIMI
COPIC
saekjo studio


COLORING
COMPETITION
x HIMI
SATURDAY
3 MAY
2025
Ciputra World
Surabaya,
G Floor
11:00 PM -
12:30 PM
Registration Fee
150K
1ST PLACE Rp. 1.000.000
2ND PLACE Rp. 750.000
3RD PLACE Rp. 500.000
HIMI
COPIC
saekjo studio

NOTEBOOK







T-SHIRT


chromasphere.


VCD OUTLINING DESIGN
CHROMA
20
25
SPHERE


chromasphere.

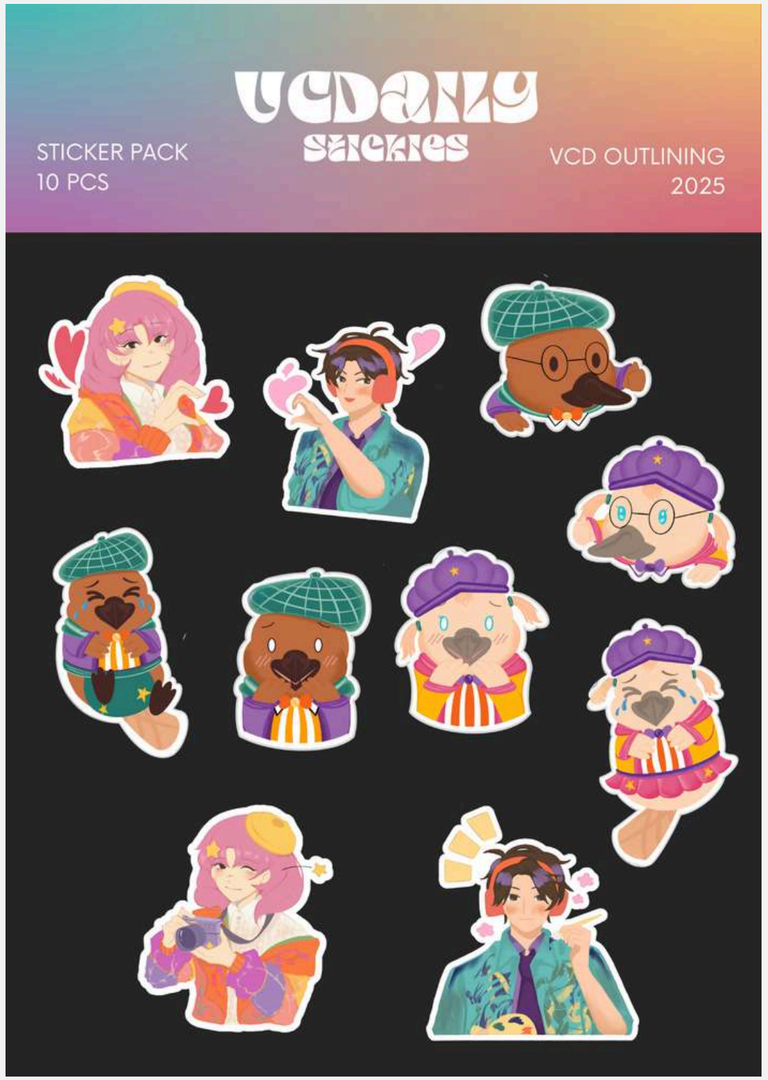

VCD OUTLINING DESIGN
CHROMA
20
25
SPHERE


Let Your COLORS
Shine Through!


VCD OUTLINING DESIGN
CHROMA
20
25
SPHERE

T-SHIRT

VCDAILY STICKER PACK

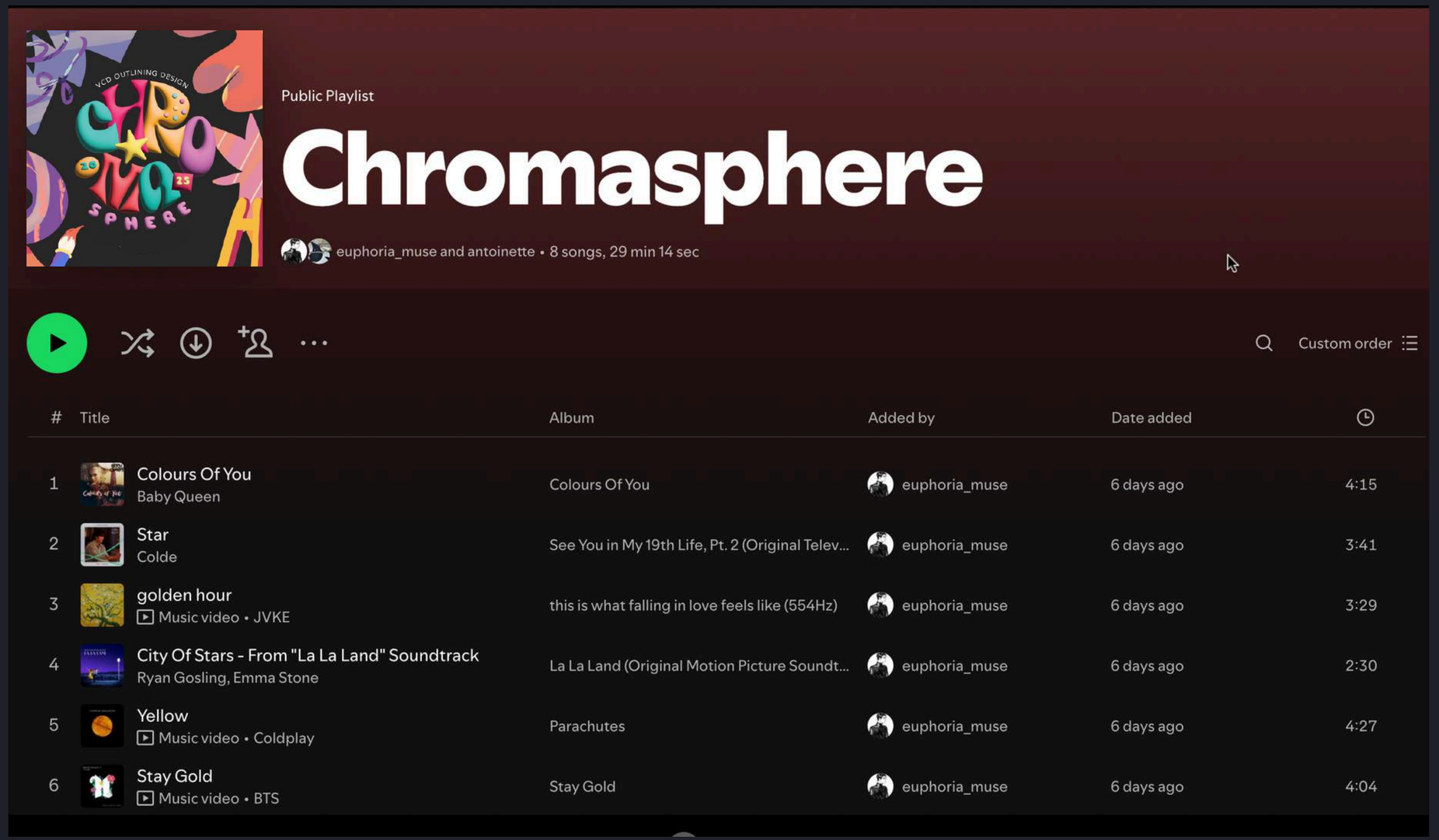


TOTE BAG
front

TOTE BAG

back

SPOTIFY PLAYLIST



THANK YOU!