

ABSTRACT

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DESIGN OF ILLUSTRATIVE FASHION GUIDE FOR TEENAGE GIRL

Fashion is an integral part of everyday human life. In this modern era, the development of fashion more rapidly and follow the trend that is always spinning. Teen age is considered as an age that is susceptible to a development and is influenced by social life as well as things that surround it. Fashion is always changing and evolving according to the times, but some things in the field of fashion that has passed will be a trend again in the next opportunity. Fashion has become a lifestyle in the community, so fashion is like a trend to be followed but many people forget or less to know about aspects of fashion itself, which is like fashion history, style and how to dress according to it, not follow the trend (which is actually important). Hence the question arises as to whether the fashion is actually? And how is fashion development? How to dress accordingly and why should we get to know clothes? What or which kind of clothing is more suitable for us? And for that we need a media that can describe the information clearly. This thesis discusses in general the information about history, tips and tricks, and the introduction of body shape and what kind of clothing and what colors are in accordance with our body shape. The content provided comes from interviews, fashion reference books, literature studies, observations, and questionnaires. Based on the results from data that has been collected, it can be concluded that most local fashion books are less good in terms of layout, the contents are not completed (rarely discussing the history of fashion and introduction), as well as the lack of reference images and ideas. And many impor book contain interesting content but lacking in layouts that create a headache when reading it or there is book that has a good layout but the content is too adult (nothing for teenagers). In this thesis will be created guidebooks such as journals for teenagers with an interesting, colorful and interactive design.

Keywords : Design, Fashion Book, Guide, Jurnal, Style, Body shape, Teenager, History