

## Design Review on WWF Orangutan Posters

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### ABSTRACT

Graphic design as a field that is closely related to the medium of visual communication is built through elements and principles. Elements become the visual communication material used, while the principle is a system that binds the elements so that they can communicate effectively. One visual communication medium designed with elements and principles in mind is posters. Over the years posters have been used as a good visual communication medium due to their informative nature. Posters contain information that can be digested by the audience briefly and with minimal effort. Likewise, posters are used as a communication medium by WWF (Worldwild Life Fund). On its website WWF launched a poster series to introduce a variety of animal species, one of which is Orangutan Poster. This research was conducted to review the implementation of graphic design elements and principles in Orangutan posters. The method used is qualitative descriptive. Data analysis is done through literature review sources. The purpose of this research is to aims Orangutan poster using analytical design review through four stages which is stage description, the analysis stage, the stage of interpretation, and evaluation phase. The results of this study can be a supporting literacy for the application of design elements and principles in poster media. Also, this research is expected to be a bridge for the audiens in interpreting the poster works in more detail.

**Keywords:** graphic design, elements and principles, poster, WWF

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### INTRODUCTION

Human is a social creature that requires him to interact with other creatures. A common form of interaction by humans is by communicating (Puspitasari, 2017). Onong Uchana revealed that communication is the process of delivering messages in the form of meaningful symbols because of a combination of thoughts and feelings in the form of ideas, information, beliefs, hopes, appeals, and so on (Bahri & Wahyuni, 2021). Communication can be done directly and indirectly. Communication is directly done face-to-face, while indirect communication is done with media intermediaries. In the field of graphic design, communication is done through visuals, and the media used for example is posters. According to Sri Anitah, posters are images that combine visual elements to attract attention and communicate messages briefly. Posters become a powerful visual combination with colors and messages to briefly grab the audience's attention but instill ideas in memory with a long duration. Posters themselves fall into the category below the line, this is because posters are guided by several criteria such as short sentences, simple, short, and concise (Sumartono & Astuti, 2018). Because of these criteria, posters are often used as informative message delivery media both in the marketing of products, services, and as educational media.

Worldlife Wild Fund (WWF) is an independent conservation organisation based in the UK. WWF's mission is to create a world where people and wildlife can thrive together. On its website WWF educates audiences aged 4-16 years to get to know endangered species by using poster media. One of the species that made the poster is Orang Utan (WWF, 2022). Orangutans are a species that is currently endangered. Various efforts were made to prevent this from happening, one of which was through socialization using posters, as done by WWF. Thus, the Orangutan poster became the object in this study. The study was conducted to review Orangutan posters produced by WWF. The design review is done as a bridge for designers and audiences so that they can carefully examine this Orangutan poster. The purpose of this

research is to examine the visual aspects used in this Orangutan poster. This is because there have not been many similar studies conducted before on posters published by WWF.

## METHODS

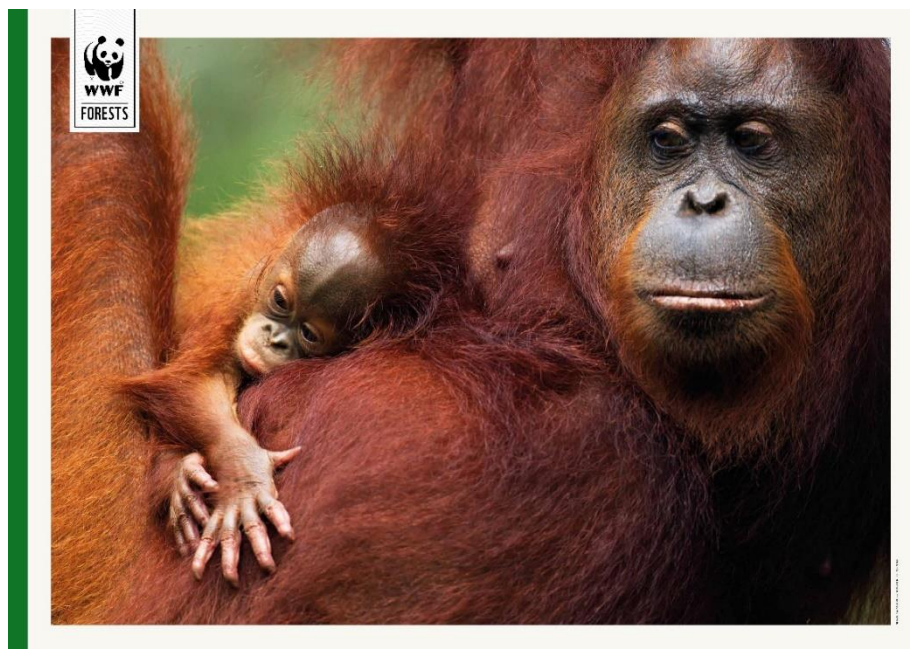
This research uses qualitative descriptive methods. The approach used in this study is a review approach of work that was once presented by E.B Feldman. This theory provides study in several aspects such as formalistic, instrumental, and expressive aspects (Gunalan, 2019). In conducting the review, the process is divided into four stages. The first stage is the descriptive stage that describes the elements that exist. The second stage is the formal analysis stage, which discusses how the elements in the work are arranged into a visual display. The third stage is the stage of interpretation that interprets the meaning of a work. And the last stage is the evaluation stage is to align more broadly the work with a certain context that is happening (Feldman, 1967). Data collection is done through a literature review. Literature review is one of the techniques in research conducted through proof or approach to a particular problem (Cahyono et al., 2019). The results of the data are then analyzed inductively.

## RESULTS

### Descriptive Stages

At the descriptive stage, the thing to do is to describe the visual appearance of the Orangutan poster. Descriptively the Orangutan poster consists of 4 pages. Each page contains an illustration of an orangutan along with some related information.

#### First Page



**Figure 1.** The first page of Orang Utan Poster  
([www.wwf.org.uk](http://www.wwf.org.uk))

This poster is landscaped with a ratio of 4:3. In the poster there is the main focus is the illustration of a photo of the mother of Orangutan who is holding a Orang Utan child. The size of the illustration dominates the layout. The illustration is framed box on the outside of the illustration and there is a green line on the left of the layout. At the top of the left is the WWF logo.

## Second Page

On the second page is a poster in portrait orientation. The ratio used is 2:4. There are elements such as photos, illustrations, icons, shapes, and text in the poster layout. The photo used in the illustration is a photo of an Orangutan child that appears at the top of the layout along with WWF logos. In the other side there is text divided into sections. The text at the top using serif-type letters is inside the orange box field. The other text is at the bottom of the left and right. In this section there is text that uses the typeface sans serif as the headline and serif as body text. This section is inside a white box and a light green box. At the very bottom of the layout is a dark green box containing information related to the poster.



Figure 2. The second page of Orang Utan Poster  
([www.wwf.org.uk](http://www.wwf.org.uk))

### Third Page

On the third page of this landscape-oriented poster there are photo elements as illustrations and text elements like the previous pages. The page size uses a ratio of 4:3. The page is dominated by photos of Orangutans on tree trunks. In the photo section there is a circle-shaped textbox that contains information by using the sans serif typeface as a headline and Serif as body text. This format also applies to text at the bottom of the layout. The background for the text at the bottom uses light green and orange as the background.

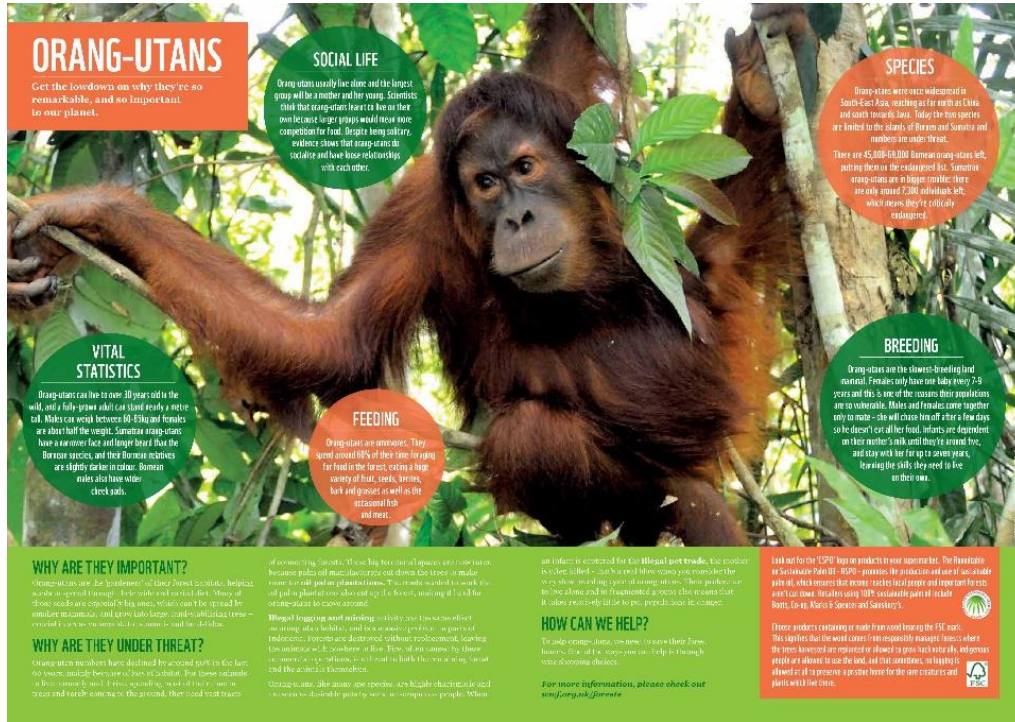


Figure 3. The third page of Orang Utan Poster  
(www.wwf.org.uk)

### Fourth Page

The last page has a poster with a 4:2 portrait-oriented ratio. The layout on this part of the poster is dominated by text elements consisting of Serif and Sans Serif letters. There is also an illustration of Orangutan holding his two children in the middle of the illustration.



Figure 4. The fourth page of Orang Utan Poster  
(www.wwf.org.uk)

## Formal Analysis Stage

A work of design and visual appearance certainly requires a good layout, a good layout makes it easier for readers to interpret the message with good. According to Rustan, the purpose of various elements in a layout is to convey information completely and precisely, including convenience and ease of reading (Ardhianto, 2016). Formal analysis of this poster is reviewed from the principles of sharpening the elements used so that it becomes a unified layout. These principles include balance, focal point, rhythm, and unity. Balance is the division of elements in a layout, which is divided into symmetrical and asymmetrical balances. The focal point is the protrusion of one of the visual elements to attract attention. Rhythm is a layout pattern created by arranging visual elements repetitively. Unity is organizing all elements until they become a whole and unified unity (S Anggraini & Nathalia Kirana, 2014). In principle each layout on this poster uses an asymmetrical balance that divides the layout field into equal parts. The focal point used differs between each poster. On the first page poster the focal point lies the dominant part of the photo filling the entire layout. On the second poster the focal point is still placed in the photo section, but another bulge for the focus lies in the use of green, orange, and white colors as a background so that the text is clearly read. This also applies to the third poster, namely the focus is still dominant in the photo with the second dominance is text. On the fourth poster the focus is more dominated by text. The rhythm on each poster is carried out on the use of similar color schemes,

namely dark green, light green, orange, and white. In addition, the rhythm is also seen from the use of grid layout types as a reading flow that makes it easier for the audience to manage the flow of information. The entire application of graphic design principles to the elements used into a unified layout on posters.

### Interpretation Stage

This 4-page Orangutan poster is specifically aimed at an audience of 4-16 year olds. This poster is used by WWF as one of the media to inform the sustainability of the endangered Orangutans. Judging from its dominance, each poster page uses illustration photos of Orangutans and life activities such as Orangutan holding his son and Orangutan's child who is on a tree. This illustration can be interpreted as a life or activity carried out by a supposed Orangutan. To maintain the well-being of Orangutans, Orangutans needs to breed without any threat from humans. The population of Orangutans is currently decreasing so that by allowing Orangutans to breed by not disturbing while maintaining their habitat. The illustration of Orangutans used as a symbol that can be interpreted that Orangutans are living creatures like humans. They have a place to live and have a family. This illustration can be interpreted as such.

### Evaluation Stage

Indonesia is the largest archipelago with a variety of biodiversity (Purbasari et al., 2020). This diversity needs to be maintained by the people of Indonesia. One of the Indonesian species threatened by its habitat is orangutans. Through orangutan posters, WWF seeks to socialize so that people understand the habitat of orangutans. This socialization is done through posters. Based on the stage of identification, analysis, and interpretation it can be seen that the Orangutan poster carries the idea of the preservation of Orangutans. Especially related to maintaining the habitat of Orangutans. Neither captured nor killed the Orangutan.

## CONCLUSION

Design reviews are ways to bridge designer work with audience There are many cases of difficult-to-understand design or messages. The contained less communicative, design review is expected to be an intermediary so that the message in the work that has been made by the designer can be conveyed. well. The poster also has high hopes for its readers, especially for audiences aged 4-16 years to understand early on the importance of safeguarding Orangutan habitats and populations from extinction.

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