



Proceeding Seminar Nasional Urban Acupuncture

Fakultas Seni Rupa dan Desain - Universitas Kristen Maranatha

Bandung

Promotional Design of Next System Robotics Learning and Experience Center

Santoso Budiono

Fakultas Seni Rupa dan Desain, Universitas Kristen Maranatha, Bandung 40164

E-mail : s2ographic@gmail.com

The advancement of modern technology has grown rapidly, as well as robotics technology. Nowadays, some technical schools and robotics courses in Indonesia, especially in Bandung, have shown gradual progress. Based on this situation, some robotics experts are interested to establish technical schools and robotic courses in Bandung. One of those schools is Next System Robotics Learning and Experience Center. By teaching robotics science and technology to the students or kids who are in earlier ages, then it could bring positive results and advantages. Kids could learn to observe and finding problem solution from all sides of the analysis because in the process of robot designing consists of hierarchic procedures that should be systematically implemented. But these intended programs for kids have not yet been in line with the expectations. Ironically, Next System Robotic Learning and Experience Center is more attended by college students and lecturers rather than by kids, whereas it should be attended by kids as the next generation who would be the successors of older experts and attended participants.

Therefore, the proper promotional design that in accordance with the audience target is highly required. This aimed to establish special program for kids or younger students, especially those who attend the schools in Bandung area. The conducted promotional design is expected to attract the 6-12 years old children as the main target, as well as to attract other 25-40 years old enthusiasts as the secondary target, and therefore they could be interested to attend this special program of robot designing that especially intended for the kids.

Key words: kids, learning, robotics, school, technology.

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<i>Brand</i>	: Pelabelan
<i>Brand Positioning</i>	: Strategi untuk memenangi dan menguasai benak pelanggan
<i>Brand Awareness</i>	: Kemampuan pembeli potensial untuk mengenali suatu produk
<i>Budgeting</i>	: Penyusunan Anggaran
<i>Corporate Identity</i>	: Identitas perusahaan
Logo	: Simbol
<i>Typography</i>	: Ilmu yang mempelajari keindahan tata letak teks
<i>Visual Brand</i>	: Suatu perwujudan visual dari sebuah brand
<i>Website</i>	: Situs web