Progress of Visual Communication Amid the Rapid Development of Technology

Melkior A. Lukas[1], Yosep Aprianto Stefanus[2], Deden Agung Maulana[3]

Department of Nursing, Faathir Husada College of Health Sciences, Tangerang

[*]Corresponding author: melkiorlukas@gmail.com

ABSTRACT

Visual Communication originates from two word, that is communication and visuals. Communication is exchange information from one individual (communicator) to other individuals (communicant) through media channels with baitcome backcertain. Where as Visual communication is something to see with eye then Visual is a process of exchange information individually between communicator and communican twith create baitback. Where to in a communication have corner different view howe verhave same goal so that the visual communication have factors in communicate visually with each in a suitable way factor used. Visual communication also hasad vantages and benefits covers The more people are looking for, the easier it is promotion work, the more appreciated in the environment Public around. Because that a visual communication hasits principles alone. Visual communication is umbrella from various activity communication using element visuals in various media in media selection forserve information so you canreceived with fine, need choosing the right media and also interesting. So that the message you want be delivered could received withe asily by the intended target.

INTRODUCTION

In early times independence, society getin formation through listen to the radio, which is just control audio technology. Then with development technology, satellite, society accept information throughtelly, which combines audio technology with visual (salaudin & harbelubun, 2021) technology.

Fast development current digital technology this is also accompanied by the development of various visual communication mediavariety digital based, because of course design parallel visual communication with progress technology. With exists global internet technology, us made easy for to do all thing good for studying, doing business, and to do socialization with people all overworld. (Setiawan, et al., 2020).

Visual communication exists two approach, that is approach historical and mechanical. Approach historical : the process of meaning visual objects performed already exists interaction man witho ther humans around him. Approach mechanical effort see history visual communication of emergence instrument, tool orrelated devices with visual communication.

There are 4 periods emergence technology printing, photography (fignomotion), cinematography (figmove) and design graphic based inner computing technology role visual communication aesthetics very important to use build similarity meaning from sender message and recipient message. Key aesthetics in visual communication lies in balance Among visual objects, such as: lines, shapes, values, colors, text, and more. (Pundra Rengga Andhita, 2021). Visual communication is one part in communicate, fine that convey something, criticize, judge or influence others inside something, explain complicated or demonstrate a process. Visual communication is a creative process that integrates art and technology for convey an idea. (W. Putra, 2020). And also deep media selection for serve information so you can received with fine, need choosing the right media and also interesting. So that the message you want be delivered could received with easily by the intended target. (Mansur & Nugraha, 2020).

METHODS

Before to do activity PKM we do survey place to be aim becomes the place target activities at Bani Usman Manunggal Vocational School, after that bring proposals and letters application to party school. After party school agree activities to be implemented and determined date for start activity said, parties school will give letter reply and we carry file supporters activities to be executed on date preparation activity socialization devotion to public use method lecture for 45 minutes 5 minutes for introduction and filling pretest questions and 30 minutes delivery theory about visual communication to Bani Usman Manunggal Vocational School students, 5 minutes for open it session discussion and 5 minutes participant to do processing about post test.

RESULTS

Image 1. Implementation of pretests and questionnaires

Picture above show participants currently work pretest questions and question naires with limit work for 7 minutes for know understanding participant before delivery material.

Figure 2. Delivery processTheory

Picture above showing speaker currently explain to participant about progress visual communication in the middle fast development technology, explanation theory use method lectures conducted for 30 minutes in power point form.

Figure 3. Executesessiondiscussion

Picture above explain students currently to do discussion about visual communication aims to students understand content submitted material speaker.

Figure 4. Implementation of the post test

Picture above explain the participants currently fill inpost test questions, for knowing how much understanding of the participants in material that hasbe delivereds peaker.

Figure 5. Group Photo

Picture above showing presenters and students of Bani Usman Manunggal Vocational School currently to do shared photo for documentation.

DISCUSSION

In crease understanding students about progress visual communication in the middle fast development could influence life where everyday in this modern era tool communication very many communication could conductedin a manner direct and not direct and daap tusing media. Activity devotion to public this conducted form socialization at Bani Usman Manunggal Vocational School from class X, XI. Activity PKM this conducted with a number of preparation among them administration, and counselling material.
Preparation administration carried out form application permission from chairman STIKes Fathir Husada Tangerang and supervising teacher student as well as head Bani Usman Manunggal Vocational School which has already been recommend counseling to sudents class X, XI. Counseling and giving theory about progress visual communication in the middle fast development technology via power point and lcd projector, before delivery material. Beginning of activity our give pretest questions and question aires for ad knowledge student, after that our continue for convey material, then held session discussionall student discuss material that has been conveyed by the speaker. Then participant work posttest questions the goal for knowing how much knowledge students.

CONCLUSION

After doing activity devotion to public this with title progress visual communication in the middle fast development technology expected who students get knowledge about good visual communication that like what and with exists our visual communication could a great knowledge and information broad. With use our visual communication will spared from the name of boredom because visual communication using media images, video and still many again for form something communication.

REFERENCES

Irfandi Musnur, Salsabilah Thias Ayu Nugraha. (2020, November). Campaign strategy for the importance of breakfast for children through visual communication media. *Journal of art & design, 1* . Retrieved June 2022.

Pundra Rengga Andhita, SM. (2021). *Visual communication* (Vol. 1). Retrieved June 2022.

Salaudin, O., & Harbelubun, B. (2021). *Technology.* Retrieved June Tuesday, 2022.

Setiawan, Nf, Noorwatha, KD, Udayana, Ag, Wasista, PU, Jayanegara, N., Aditama, PW, . . . Yusa, MM. (2020). *Citraleka design.* (N. a. Nyoman Jayanegara, Ed.) Bali: STMIK STIIKOM Indonesia. Retrieved June 2022.

W. Putra, R. (2020). *Introduction to visual communication design in action.* (Risanto, & Groan, Eds.) Yogyakarta: Andi. Retrieved June Saturday, 2022.