

imam
ridwan

2022 PORTFOLIO IMAM
RIDWAN

Portfolio

Identity

11

Else

39

imammuridwan

CONTENTS

		CONTENTS			
MODULE		CH.	PROJECT	p.	
Profile	■	0	[Resume]	03 - 09	
Identity	■	1	Asosiasi Desainer Grafis Indonesia	13 - 25	
		2	Diaspora Indonesia in Bremen	27	
		3	LYKKA	29	
		4	INDOESTRI Makerspace	31 - 37	
Else	■	Environmental	5	INDOESTRI Makerspace	41 - 53
		Environmental	6	Babakan Siliwangi Forest	55 - 61
		Environmental	7	PIK Avenue	63 - 67
		Campaign	8	AIA Train Campaign	69
		Poster	9	Endless Thinking	71
		Poster	10	For The Love of God	73
		Poster	11	Workshop & Lecture Posters	74 - 75
		Editorial	12	Research Journal	77 - 85
		Editorial	13	Master Thesis Book	87 - 95
		Extra	14	Logofolio	97
		Portfolio			

2022 PORTFOLIO IMAMRIDWAN

imamm



imam m ridwan

Indonesian

imamridwan.net

skype @imamridwan

hallo@imamridwan.net

in/imamridwan

02

Profile

03

Identity

11

Else

39

mammidwan

EDUCATION

2016 - 2017	Integrated Design [MA], Hochschule Anhalt, Fachbereich Design Dessau, Germany
2008 - 2012	Graphic Design [BA], Institut Teknologi Bandung, Faculty of Art and Design, Indonesia

EXPERIENCE

2023 - present	Senior Brand Designer	CHOW Social Singapore
2022 - 2023	Senior Art Director	JULO Indonesia
2021 - 2022	Design Manager/Art Dir.	Red Comm Indonesia
2019	Senior Art Director	Ogilvy Indonesia
2014 - 2015	Art Director	Thinking*Room Inc.
2012 - 2015	Graphic Designer	Thinking*Room Inc.
2010 - 2012	Graphic Designer	Studio IPPDIG
2011	Graphic Design Intern	Thinking*Room Inc.

ACHIEVEMENT

2012	AdWar Finalist	University of Indonesia Communication Week
2011	Graphic Design Finalist	Caraka Festival
2010	Bronze Winner	BG Award Citra Pariwara

EXHIBITION

2022	Busan Design Week
	: Augmented Poster Exhibition, Busan - KR
2019	Walkie Talkie - Augmented Reality Poster Exhibition
05	: Artlive Art Space, Vienna - AT
08	: Reclaiming the Future Festival, San Francisco - US
09	: Loftas Fest, Vilnius - LT
10	: Seoul Future Conference, Seoul - KR
10-12	: ImagiNation Exhibition, Abu Dhabi - AE
2016	Bauhausfest Zirkus, Zirkus - von Schwarz nach Weiß
	: Annual Bauhaus Festival, Bauhaus Dessau - DE
2014	Sciencewerk Designer's Type
	: Online Exhibition
2012	Modus Vivendi
	: DKV ITB 2008 Student Exhibition, Jakarta - ID
2011	Aviation 174
	: DKV ITB Student Exhibition, Bandung - ID
2010	Bandung 200th Anniversary
	: Poster Exhibition, Bandung - ID
2009	Titik
	: TPB FSRD ITB 2008 Exhibition, Bandung - ID

Profile

05

04

Identity

11

mammir

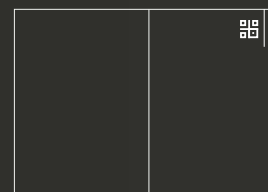
ORGANISATION

ADGI JKT	Indonesian Graphic Designer Association
IPPDIG ITB	Graphic Design Student Union
KMSR ITB	Visual Art Student Union

OTHER THINGS

Language Skills	Indonesian	_____	mother tongue
	English	_____	good
	Deutsch	_____	Lernen

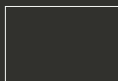
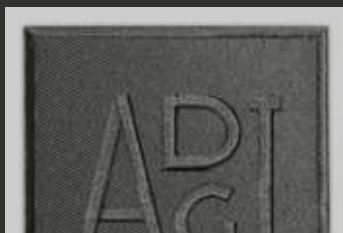
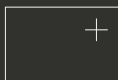
this ► is an [external link]



QR featured on some pages
which has external preview

2022 PORTFOLIO MAMMIDWAN

mamm



08

Profile

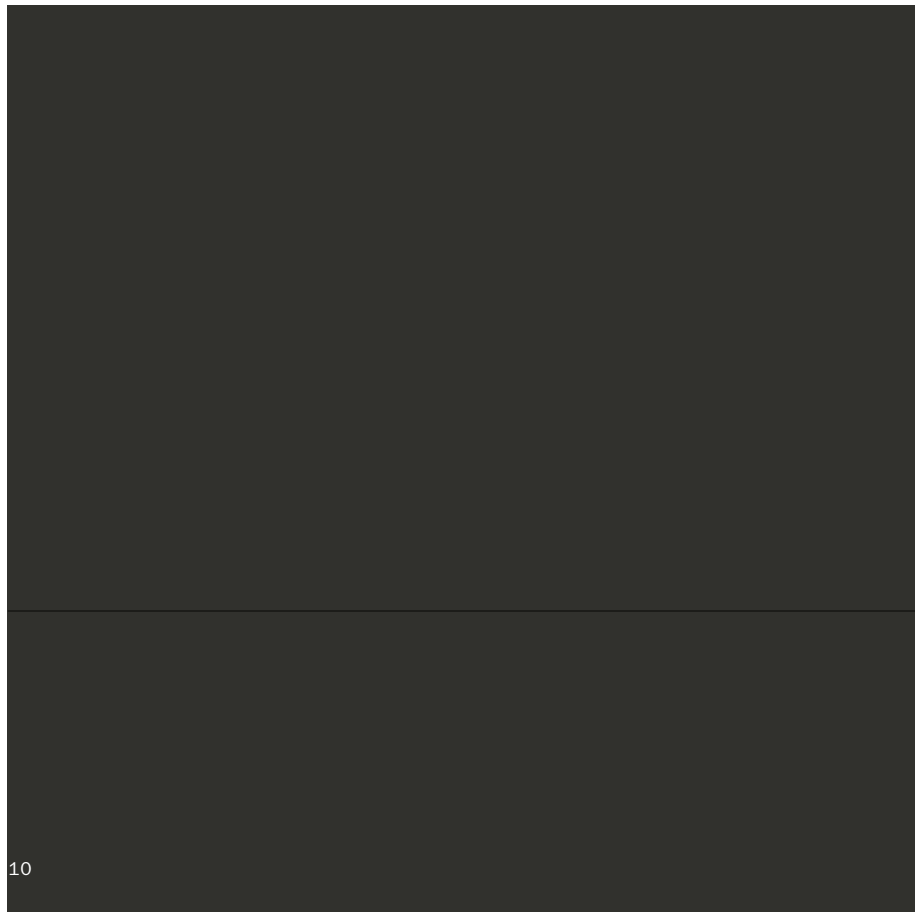
09

Identity

11

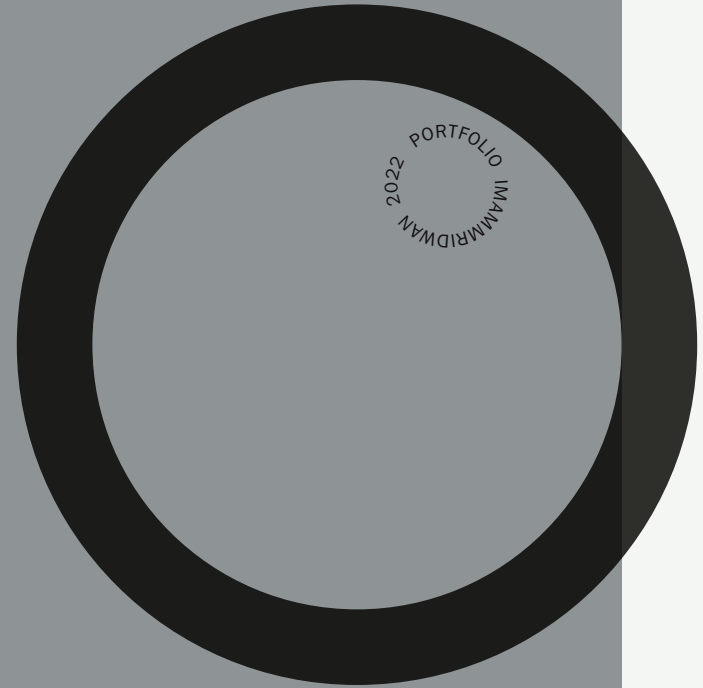
Else

39



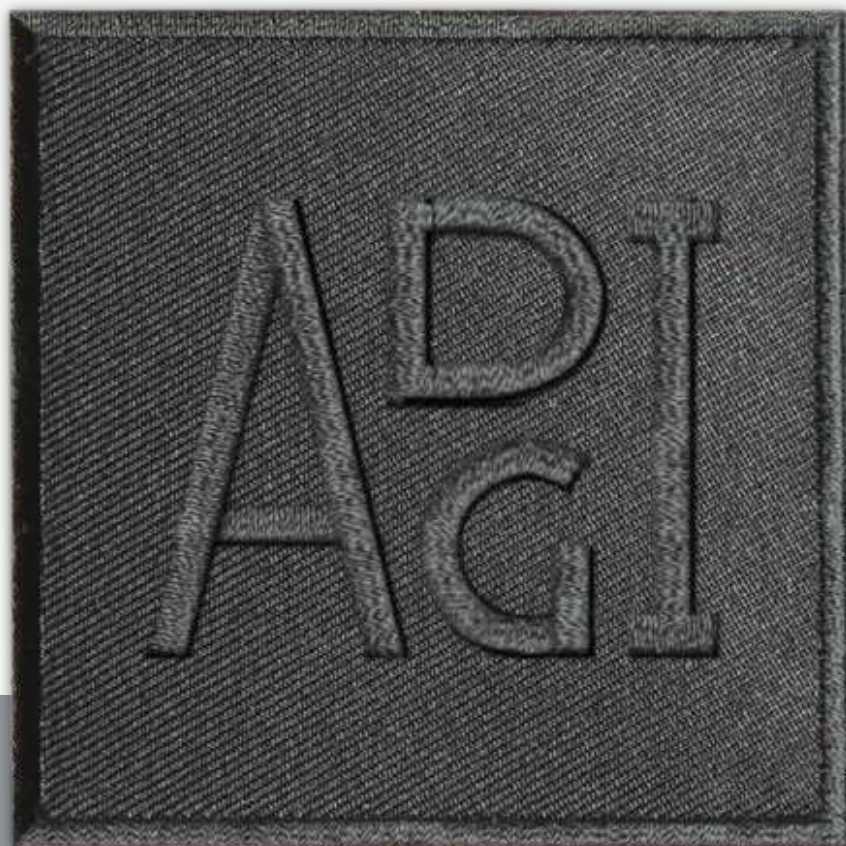
10

imam
ridwan



Identity

11



ADGI

ASOSIASI
DESAINER
GRAFIS
INDONESIA

Asosiasi Desainer Grafis Indonesia [ADGI]

Indonesian Graphic Designer Association

y.	2014 - 2015
typ.	Identity
studio	Thinking*Room Inc.

Main Logo Configuration

The main logo can be configured with or without descriptor. The descriptor can be placed at the right or the bottom side of ADGI. The distance between ADGI and the descriptor is 1 times the width of letter "I" in default.

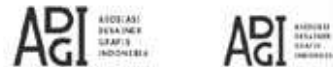
Cap height of the descriptor is 1 times the stem width of letter "I". The descriptor leading is 1 times the width of letter "I". Aligned to the bottom of the right "A" foot if placed at the bottom, and aligned in the middle of "I" if placed at the right.



Without Descriptor



With Descriptor



ADGI Brand Guidelines

Color Palette

The colors is not vary, just as simple as these three basic colors; ADGI Red, White, and Black.

The ADGI Red is invented from a common red with a little adjustment for getting a special one of red.

C 0% M 60% Y 45% K 0%
R 222 G 50 B 57
#d63019

[0%] C 0% M 0% Y 0% K 100%
[255] R 0 G 0 B 0
#000000



Minimum Size

5 mm width with or without descriptor for printed material; 25 px width without descriptor and 60 px width with descriptor for digital material.

5 mm



Clear Space

For effective application of the logo, allow sufficient clear space on all sides. These standards are set as minimums. Please use accordingly.



ADGI
CHPT

ASOSIASI
DESAINER
GRAFIS
INDONESIA

The configuration can be composed with or without the descriptor.



The acronym should only consist of three or four letters. The letters written vertically and aligned fully justified along the stem of "I". The distance between the edge of "I" and the cap height of chapters acronym is 1 times the width of letter "I". The cap height of it is 1 1/2 times the width of letter "I". The letterspacing must be considered and given a bit of adjustment in order to obtain the ideal composition.

ADGI
JKT

ADGI
BDG

ADGI
SOLO

ADGI
JKT
ASOSIASI
DESAINER
GRAFIS
INDONESIA

ADGI
BDG
ASOSIASI
DESAINER
GRAFIS
INDONESIA

ADGI
SOLO
ASOSIASI
DESAINER
GRAFIS
INDONESIA

ADGI Brand Guidelines

ADGI Chapters Identity

Chapter names are now simply "ADGI" followed by the acronym of the city, state, or region. These acronym became the nickname of each chapters. There are currently seven active chapters, but it still be developing along the graphic designer growth across the country. *Nullam hendrerit nunc sem, id eamper ex efficitur sit amet. Cras nec elit laus. Etiam sed nunc ante. Etiam quas libero felis. Aenean egetas et ipsum eu accumsan. Aliquam non vari lacina nunc sollicitudin pulvinar quis eget purus. Sed commodo nibh bibendum. Class optent taccit eoceps ad litora torquent per conubia nostra, per inceptos himenaeos. Cras porttitor eros eros, et vulputate eros blandit et. Nullam semper ex efficitur sit amet.*

Chapter Nicknames

JKT	Jakarta
BDG	Bandung
SOLO	Solo
JOG	Jogyakarta
SBY	Surabaya
MLG	Malang
BALI	Bali
...ET	and counting

ADGI
JOG

ADGI
SBY

ADGI
MLG

ADGI
BALI

ADGI
JOG
ASOSIASI
DESAINER
GRAFIS
INDONESIA

ADGI
SBY
ASOSIASI
DESAINER
GRAFIS
INDONESIA

ADGI
MLG
ASOSIASI
DESAINER
GRAFIS
INDONESIA

ADGI
BALI
ASOSIASI
DESAINER
GRAFIS
INDONESIA

Other Recognition Identity

Lorem ipsum dolor sit amet, consectetur
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 vestibulum sit amet nisl nec malesuada.
 Fusce pharetra orci eget maximus
 euismod. Cras porttitor arcu eros, at
 velutate eros blandit et. Duis a efficitur
 tellus. Nunc hendrerit nunc urna, id
 semper as efficitur sit amet. Cras nec elit
 laque. Etiam sed nunc ante. Etiam quis
 libero tellus. Aenean eget at ipsum as
 accumsan. Aliquam nunc orci lectus nunc
 sollicitudin pulvinar quis eget purus. Sed
 convallis nisl vitae convallis bibendum.
 Cras porttitor arcu eros.

Friends of ADGI (FoA)

In the primary composition, "Friends of" placed on the
 left side of ADGI, written in two lines, and aligned
 right. The cap height is still 1 1/2 times the width of
 letter "t". Aligned in the mid-height of ADGI, with 2
 times the width "t" for its leading. The secondary
 composition formed from its acronym "FoA".



ADGI Member

The "Member of" composition adjustment are similar
 to the composition adjustment of "Friends of", except
 that there is no acronym version of it.



ADGI Brand Guidelines

e-mail Signatures

For the purposes of electronic messages, ADGI have
 several versions of signature that can be used in
 several conditions. Main signature is to be used by the
 central board, Chapter signature is to be used by the
 regional board, Friends of ADGI signature is to be used
 by institutions that have officially become Friends of
 ADGI, and Member of ADGI signature is to be used by
 registered ADGI member.



Main Signature

Consist of main ADGI logo with descriptor and the
 contact detail on the right side of it. The contact detail
 consist of postal address, telephone number, fax
 number, website address, and email address. Placed
 at the bottom of the email and aligned left.

Chapter Signature

Consist of ADGI chapter logo with descriptor and the
 contact detail on the right side of it. The contact detail
 consist of postal address, telephone number, fax
 number, website address, and email address. Placed
 at the bottom of the e-mail and aligned left.

Friends of ADGI Signature

Just consist of Friends of ADGI identity and website
 address. Placed after the institution signature and
 aligned right.

Member of ADGI Signature

Just consist of Member of ADGI identity and website
 address. Placed after the member signature and
 aligned right. This signature may be added to
 member's business card.

14 15

ABOUT ADGI

Asosiasi Desainer Grafis Indonesia (ADGI) is a member-based organization of Indonesia Professionals in the field of graphic design.

VISION

To become a credible and reputable association of Indonesian graphic designer to protect, to serve and to advance the careers and the businesses of its members.

MILESTONE

Established in 1990 under name WIG (Ikatan Perancang Grafis Indonesia) before becoming Asosiasi Desainer Grafis Indonesia (ADGI) in 1994. The member syndicate of the industry forced ADGI to take an increasingly reactive role in developing policies and programs beneficial to its members. Responding to that challenge, in 2005, the association restructured itself with a new vision of becoming a credible and reputable association of graphic designers to protect, serve and advance the careers and the businesses of its members.

NATIONAL EXECUTIVE BOARD 2014

- Zionis Nisak Sompie
National Chairman
 - Adityakarya
Secretary General
 - Emil Hapton
Business Development Director
 - Kiki Hadian
Design Policy and Education Director
 - Diaj Hachsanakuta
Program Development Director
 - Eric Witada
Communication and Media Director
- 2016



ADGI'S ROLE ON A

a better design at ADGI's vision
to take on a national level to protect and advance

NATIONAL LEVEL

01 PROTECT

One of ADGI's role in terms of protecting graphic designer is to create and promote professional certification mechanisms that will help national work standards and can be used in other countries. Other than that, ADGI will realize and promote a professional code of ethics that clarifies the responsibility of graphic designers to their colleagues, clients and their overall environment. This important document will be printed in book form in order to enhance the value and dignity of graphic designers within the industry in Indonesia.

02 IMPROVE

By promoting the potential of professional human resources in the field of graphic design through use of ADGI's business unit program "ADGI HUB" with the intention of becoming a connecting bridge between ADGI's certified members with government bodies. This way ADGI can provide and create a quality network of benefits to ADGI members. This mechanism is direct networking among ADGI's members and networks.

03 ADVANCE

Improving the solidarity of Indonesian graphic designer by developing chapters nationwide. To this day, ADGI has 7 chapters all over Indonesia including Jakarta, Bandung, Bali, Jogyakarta, Surabaya, Solo and Malang. Also, ADGI is currently nurturing collaborations with existing graphic design forums such as PDI (Persatuan Desainer Grafis Indonesia) and Indonesian AIG (Ikatan Desainer Grafis Indonesia).



ow.ly/Ukrm50n07 Member Kit



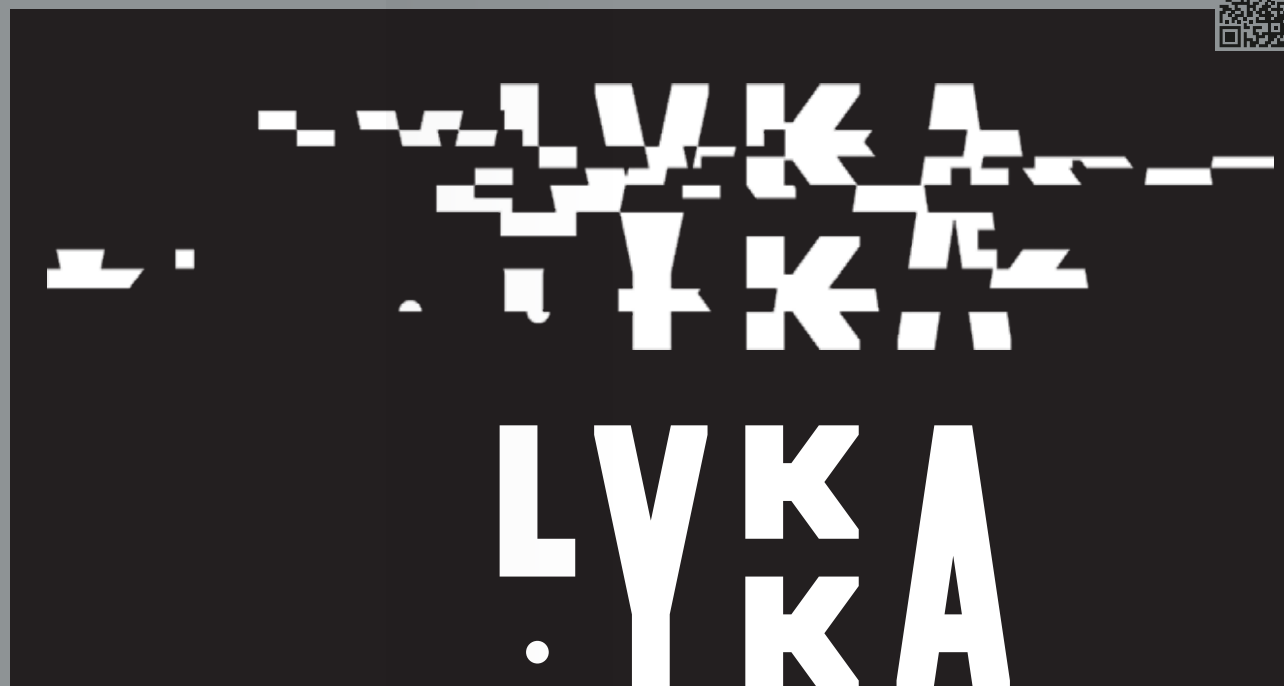
ow.ly/Lm5OmJ8b Christmas Greeting







0w1y/UDcd50mDXz Logo Motion



LYKKA

y.
typ.

2017
Identity





INDOESTRI

MAKERSPACE

INDOESTRI

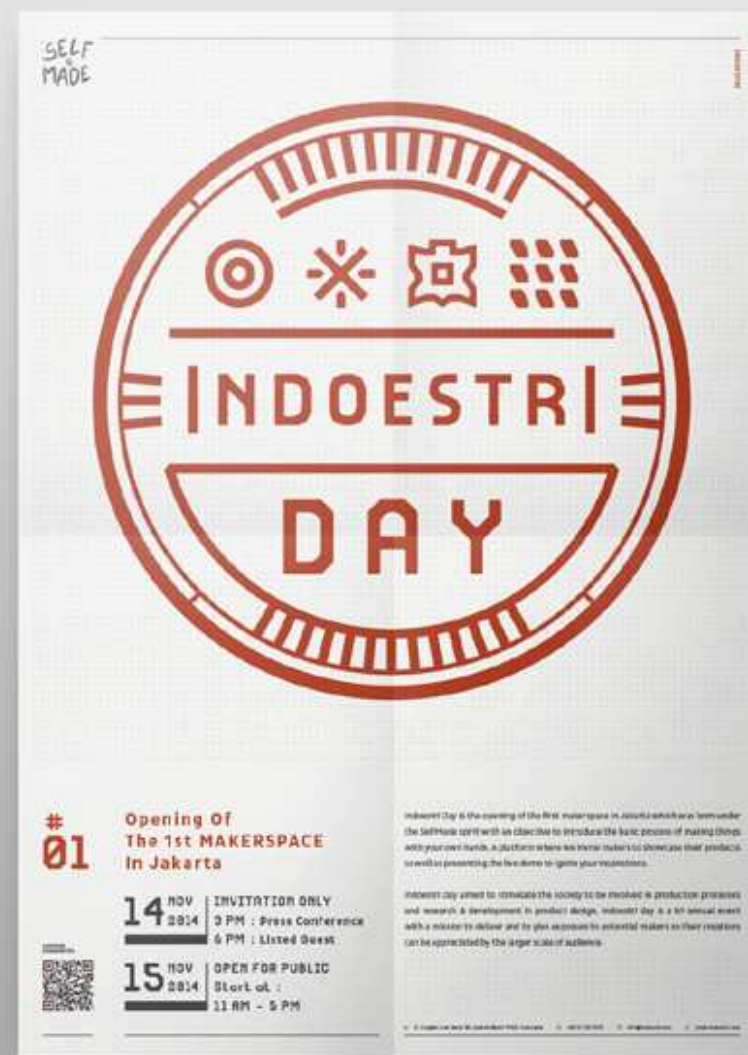
Makerspace

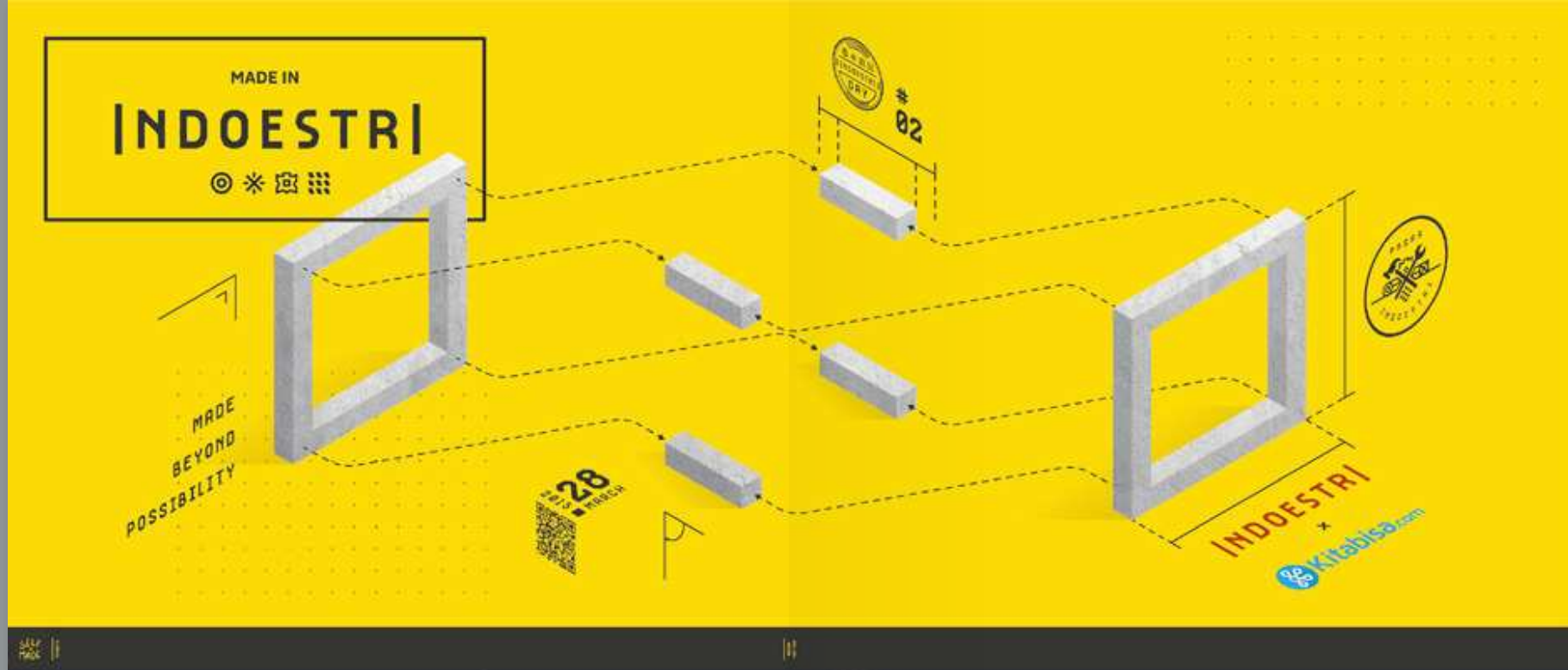
y.	2014 - 2015
typ.	Identity
studio	Thinking*Room Inc.

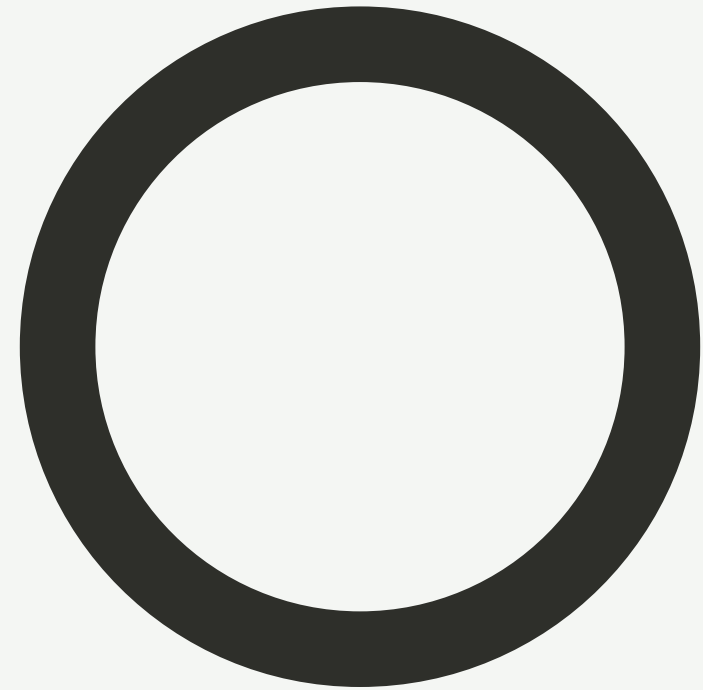
Identity

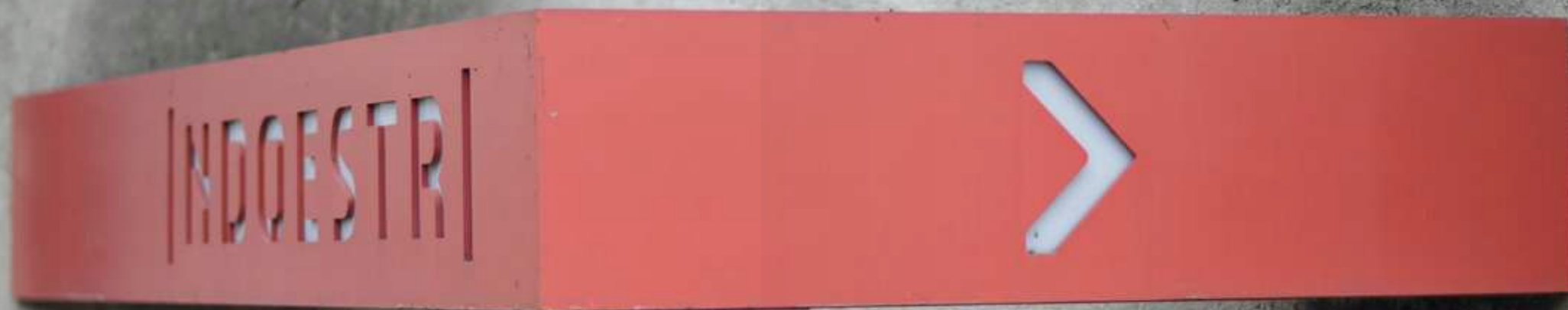
31











INDOESTRI

Makerspace

y.

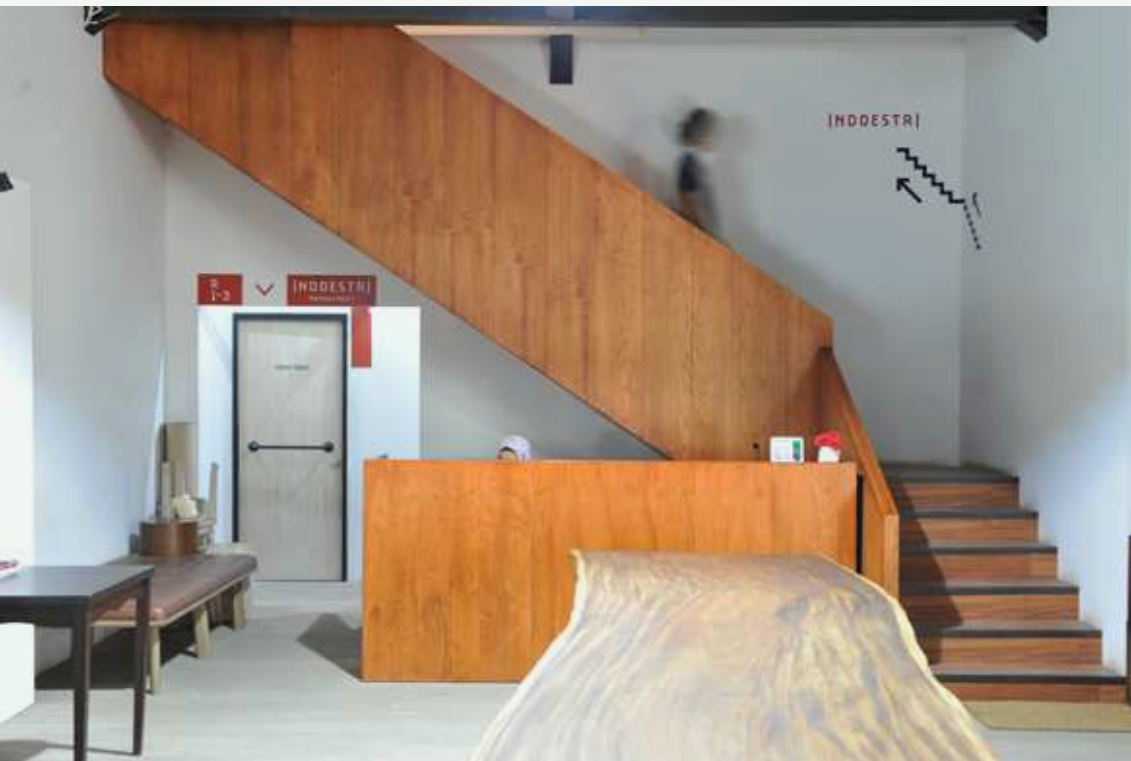
2014 - 2015

typ.

Environment

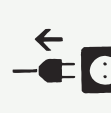
studio

Thinking*Room Inc.





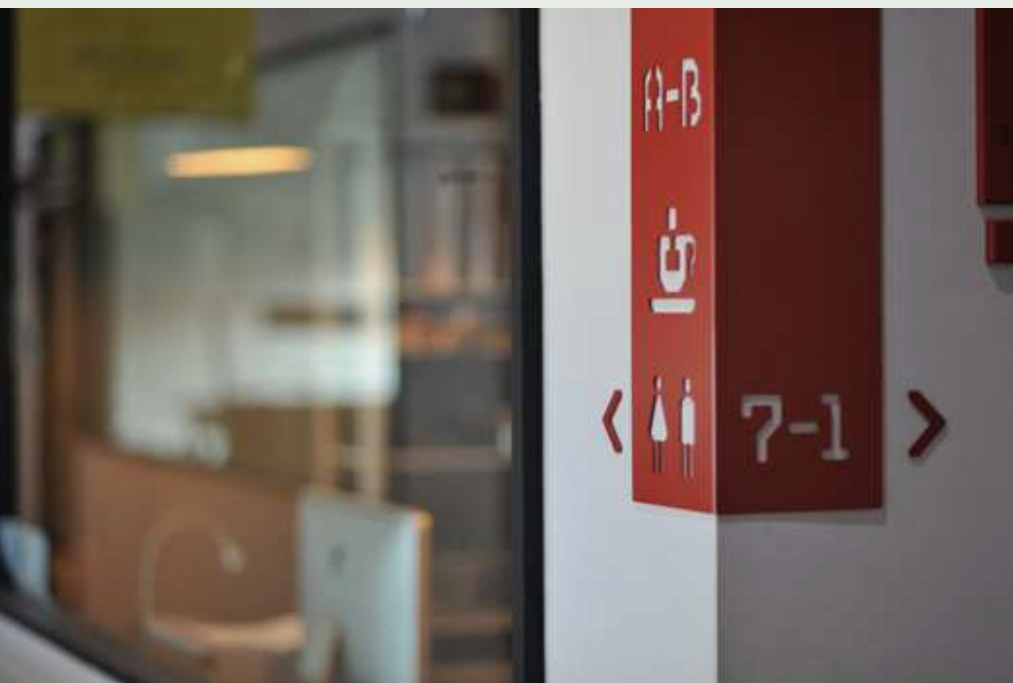
General Pictogram



Hand-Book Chapter Pictogram

Regulatory Pictogram

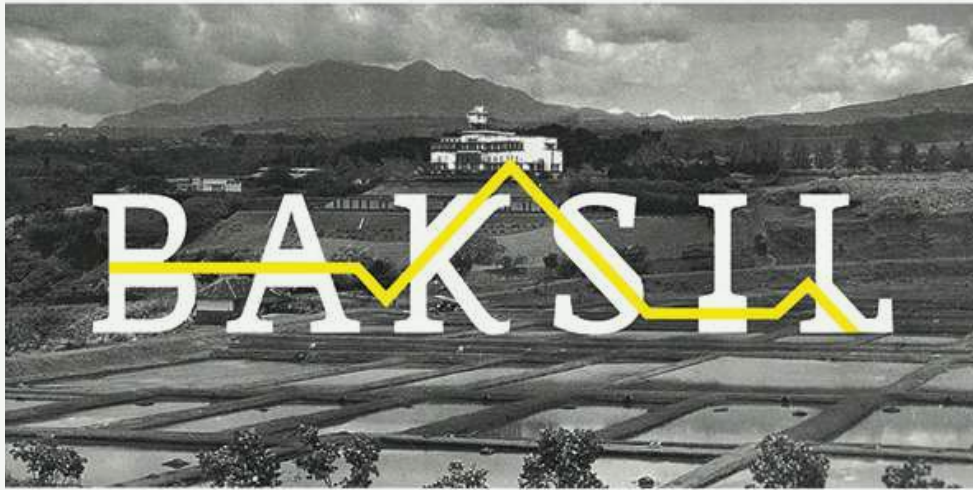
Else











brand naming

Nama brand Hutan Babakan Siliwangi yang dibuat adalah "BAKSIL" yang merupakan singkatan dari Babakan Siliwangi. Kata BAKSIL sendiri sudah cukup populer didengar dan diucapkan oleh masyarakat Kota Bandung pada umumnya. Selain itu, penyingkatan kata tersebut juga cukup unik, agar mudah diingat dan menarik perhatian.

color scheme

c	00	c	00	c	00	c	50
m	00	m	00	m	00	m	00
y	00	y	100	y	00	y	100
k	00	k	00	k	70	k	00
R	255	R	255	R	109	R	141
G	255	G	242	G	110	G	198
B	255	B	00	B	113	B	63

primary logo

BAKSIL

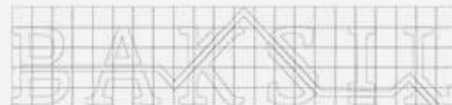
secondary logo



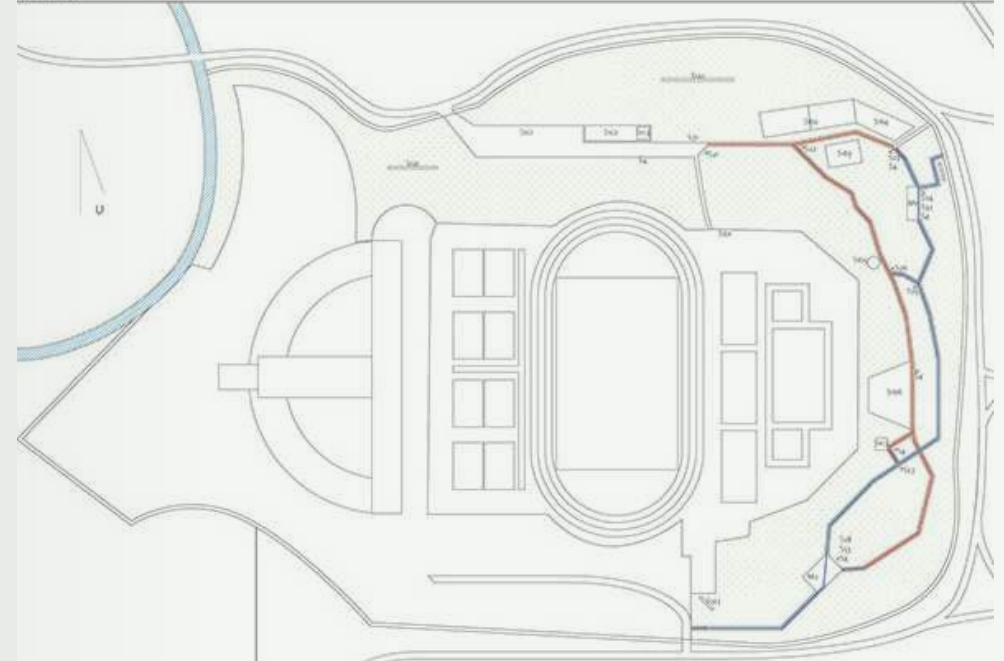
combination

BAKSIL

grid



planning



Babakan Siliwangi Forest

Destination Branding

y. 2012
typ. Environment, Visual Identity

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

font : Enriqueta Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

font application

Applikasi Font

Font Application

Tipografi

Typography

Destinasi

Destination

copy

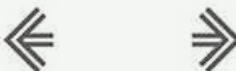
Hamburgefontstiv

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valic interdum tempus massa. Nullammy vitae lacus a turpis hendrerit viverra line sittre amet ac velit. Mauris quis ipsum is vel diam, eu tempor ligula. Phasellus in pellentesque nulla vel sem rhoncus veloe varius nunc rhoncus. Sed quis uto ante et tortor volutpat pellentesque ut ac nisi. Nunc cursus sem sit amet eros crescent commodo ornare auctor lorem kukumbo placerat. Phasellus ac quam velit. Don en donec consequat posuere risus, sed turru

fringilla elit rhoncus vel. Sed aiwud pops ullamcorper, ipsum at mattis eleifend, in purus metus rhoncus sapien, quis carrot imperdiet arcu mi in felis. In totem proto accumsan tincidunt luctus. Quisque delic enean dolor diam, rudum biben dum dum egestas placerat non, quis siug ning nang volutpat et diam. Aenean ut imperdiet sit urpis. Etiam sed libero magna, isin pisan rhoncus iaculis ipsum. Sed lectus erosca, auctor id imperdiet quis, valic temporus.

arrows



Jembatan Rimba

Jalur Tanah

Padepokan Seni

Lingga Yoni

Mata Tirta

Amphitheater

Museum

Saraga

Kelurahan

Kafetaria

Jamban

Area Parkir

Tempat Sampah

Jalan Kaki + Peliharaan

Naik Sepeda







PIK

A V E N U E

PIK Avenue

Lifestyle Mall

[Design Proposal]

y.

2014

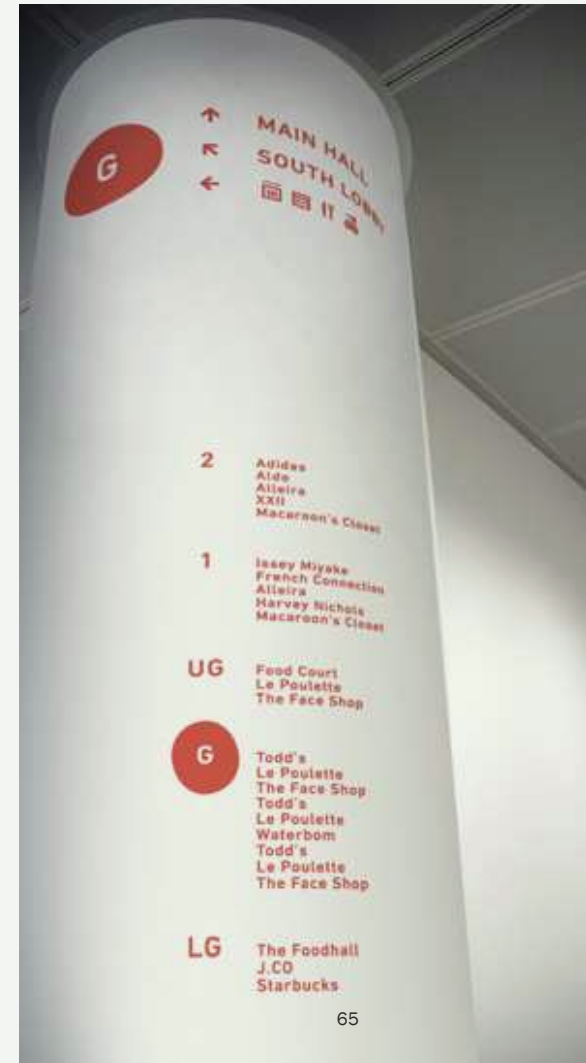
typ.

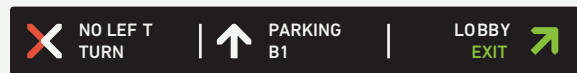
Environment, Visual Identity

studio

Thinking*Room Inc.









AIA Train Campaign

Campaign on Train

y. 2013
typ. Environment, Campaign
studio Thinking*Room Inc.

EXHIBIT PG-001 21001205

ENDLESS THINKING

ENDLESS

THINKING

Endless Thihnking

AR Typographic Poster

y. 2018

typ. AR Typographic Poster

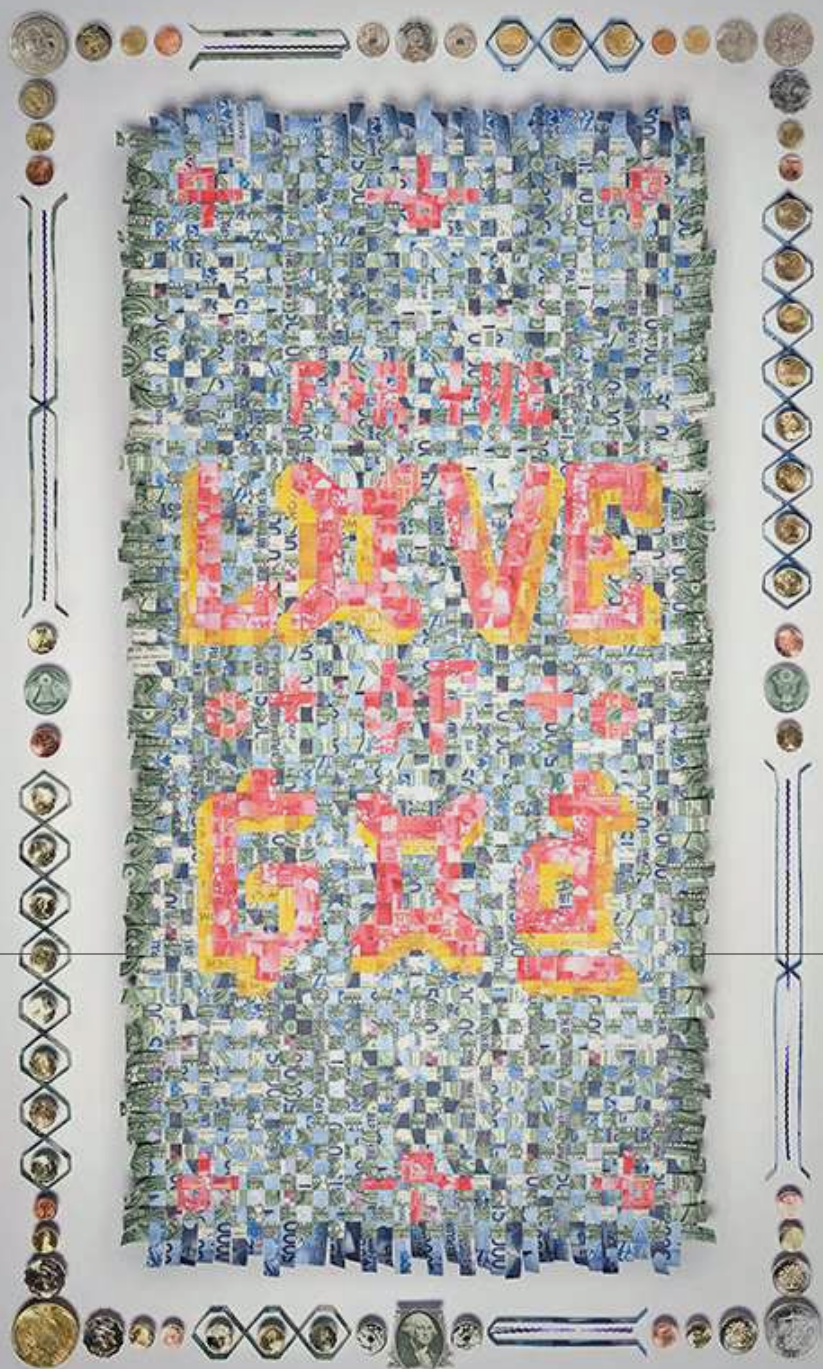


See this poster
through **Artivive** app

Download on the
App Store

GET IT ON
Google Play

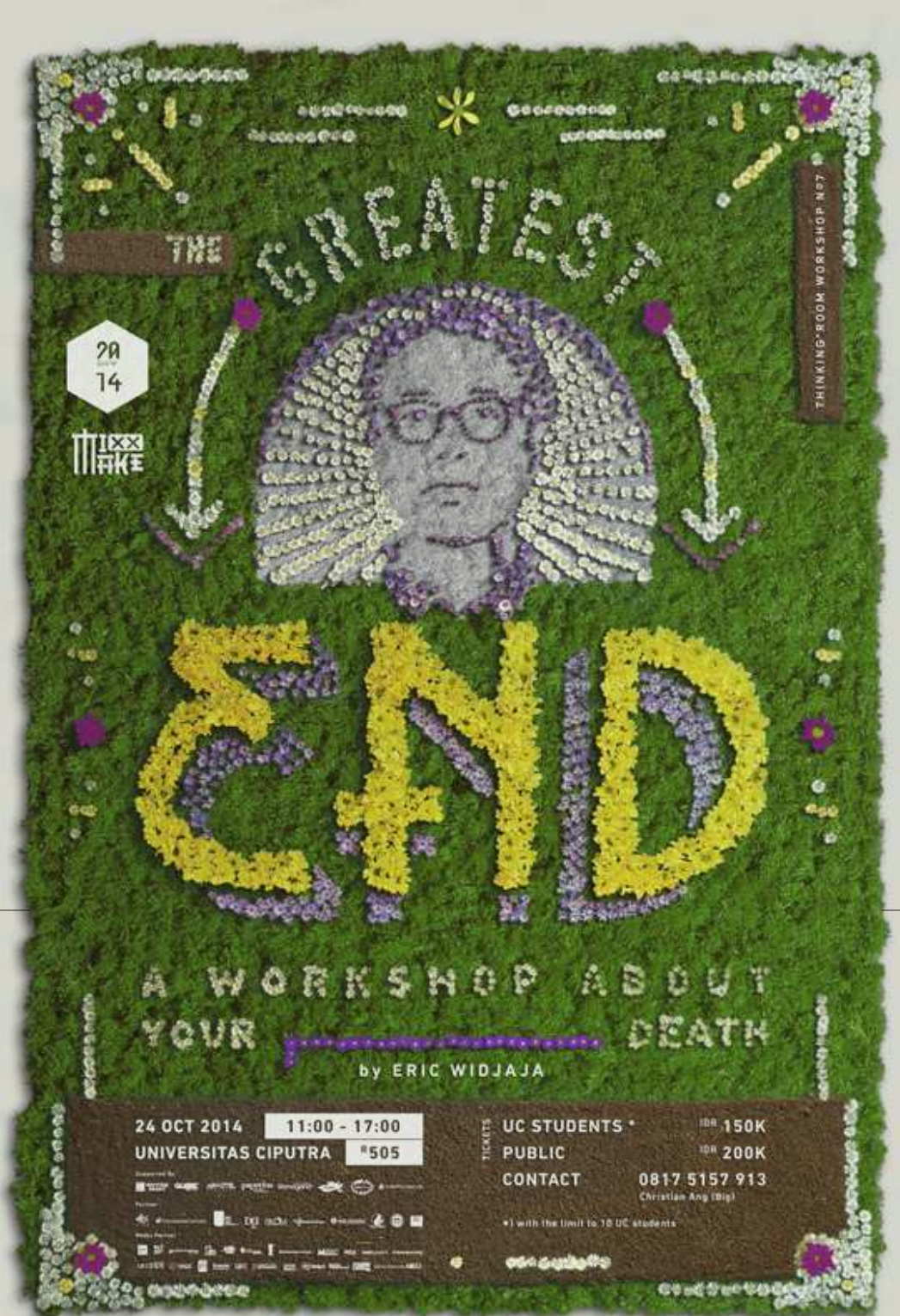




For The Love of God

"Anti-corp." Designer's Type Submission

y.	2014
typ.	Typographic Poster
studio	Thinking*Room Inc.



20
13

17

OCT 2013
THURSDAY
18.00 - 21.00

GUEST LECTURING :
"WHAT I'VE LEARNED
FROM REJECTION"

20
14

18

OCT 2013
FRIDAY
10.00 - 13.00

WORKSHOP :
STEREO x TYPE —
Sound & Typography
- bring along your own laptop,
flash disk & earphones.

ERIC WIDJAJA / THINKING*ROOM

WHAT I'VE LEARNED FROM

REJECTION

Workshop & Lecture Posters

Thinking*Room's Workshop & Lecture Poster

< The Greatest End

y.

typ.

studio

> Rejection

2013 - 2014

Typographic Poster

Thinking*Room Inc.

THEATRE ROOM *at* UNIVERSITY OF CIPUTRA SURABAYA

TICKETS —

UC Students
Guest Lecturing only
Rp. 15.000,-

With Workshop
Rp. 30.000,-

Else

CONTACT —

Christian Ang (Big)
08175157913

FOR FURTHER INFO:
<http://diyau.com>
hello@diyau.com
twitter @diyau

UNIVERSITAS CIPUTRA

sponsors:

venue partners:

media partners:

RESEARCH

JOURNAL

(MAN W. FIDMAY / J. ADKINS)

Research Journal

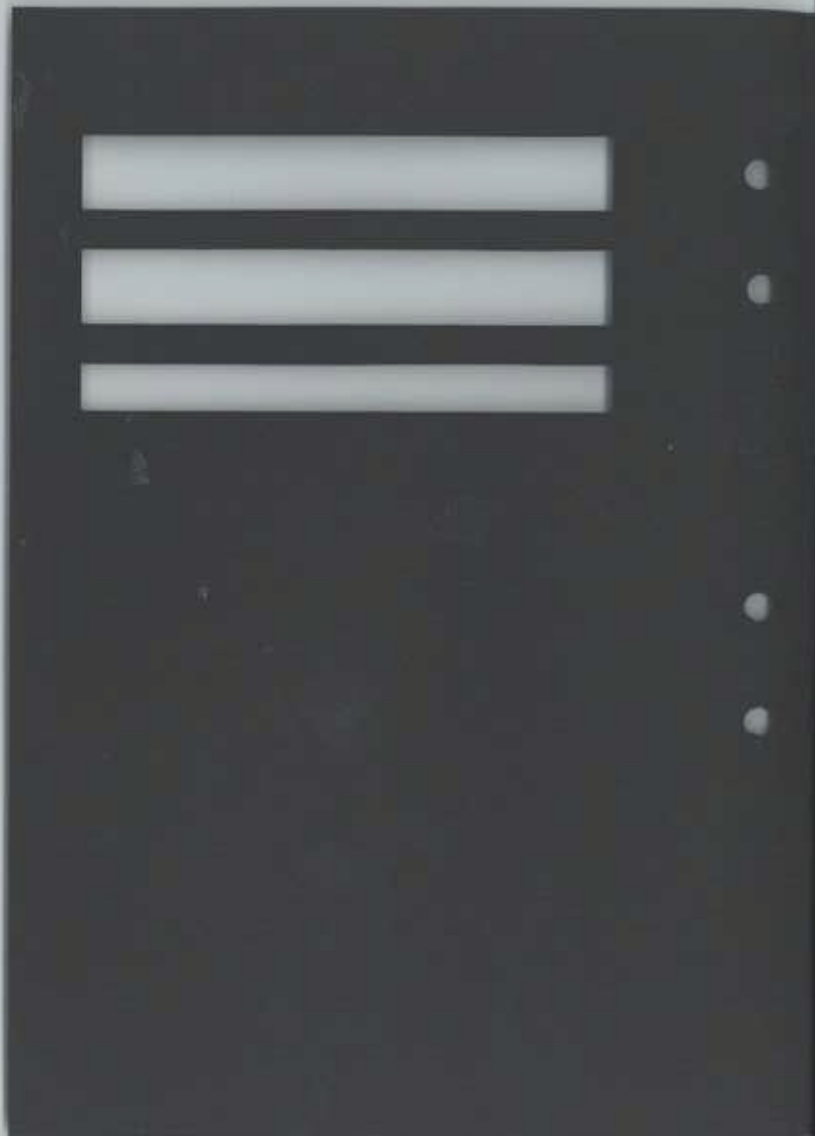
y.

2016

typ.

Research, Editorial

*1	INTRODUCTION
*2	RESEARCH
*3	EDITORIAL
*4	RESEARCH
*5	RESEARCH
*6	RESEARCH



RESEARCH

JOURNAL

1989 W. HENDON / J. ADAMS
VICTOR TESTER / WYD
WYD / DENYDIN 2014/2017



Hochschule Anhalt
University of Applied Sciences

Fachbereich
Design Dessau
Department
of Design

*3	INTRODUCTION
*4	PLANNING
*5	DESIGNING
*6	DESIGNING
*7	DESIGNING
*8	DESIGNING
*9	DESIGNING
*10	DESIGNING
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INTRODUCTION

0

Welcome to the first page of your research journal. Over the next semester, this booklet will guide your learning and thinking as you move towards writing your thesis later in your course of study.

Your first task is to decide on a topic that you would like to study this semester. It is recommended to choose a subject connected to your thesis in order to help you to begin processing the English language academic material that you will inform your final piece of work. On the other hand, if your thesis seems a long way off in the future, you may use this course to research another academic topic you are interested in. After deciding on your topic, the booklet will then frame the course content: the lectures that you listen to and make notes on, the essay plans that you make, the texts that you summarise and reference will all be related to your specific research interests.

The research journal contains seven sections: an introduction, a planning page, reading diary, evaluating texts and websites, a lecture diary, and a bibliography.

0	1	2	3	4	5	6
INTRODUCTION	PLANNING	LECTURE DIARY	READING DIARY	EVALUATING TEXTS AND WEBSITES	LECTURE DIARY	BIBLIOGRAPHY

TITLE OF LECTURE	3 Ways Good Design Makes You Happy
DATE OF LECTURE	02.2003
NAME OF LECTURER	Don Norman
BIBLIOGRAPHY ENTRY	https://www.ted.com/talks/don_norman_on_design_and_emotion 16.12.2016 3

KEYWORDS	MAIN POINTS	COMMENT
Brainstorming Visceral Behavioral Reflective Happiness	3 Visceral level of processing: • Visceral-level design (subconscious) like & dislike unaware design eg. red <— hot exciting etc. • Behavioral-level (subconscious) feeling in control, usability, understanding, communicate, emotions • Reflective level (conscious, aware) Little voice in your head "That's good. That's bad" "Why are you doing that? I don't understand."	I enjoy this talk, he gives so many good examples, inspiring, entertaining, and well explained. I learned how design was designed, design appeals on a level to initiate emotional responses. Good design should make us happy.

SUMMARY

Don Norman turns his intelligent perspective toward beauty, fun, pleasure and emotion, as he reveals at design that makes people happy. He names the three emotional ideas that a well-designed product makes people happy and must hit to succeed;

- Visceral-level
- Behavioral level
- Reflective level

READING DIARY

03

WRITER BY	Raymond De Young
DATE / YEAR	2015
TITLE OF ARTICLE	Environmental Psychology: The Study of Human-Environment Interaction, Reasonable Behavior, and Durable Living
SOURCE	

SUMMARY (Look at the main points that you have highlighted. Paraphrase what you have highlighted and write a summary.)

DATE: 31.12.2016

Environmental Psychology investigate the relationship between environment and human affect, cognition, and behavior. Many forms of environment transmits very large amount of information (eg. others behavior, the variety of objects we encounter, the situations that reveal), speaking of which human is information processing organism. Bringing out the best in people is more feasible when the environment braces understanding and exploration, creates skill, advances clear head and empowers meaningful action. Approach of small experiences are required to get more valuable information and searching for options of solutions in this problem solving process.

COMMENTS

This text is very useful for my Thesis because it gives very important insight about Environment itself. The environments contains patterns of information and human is fundamentally information-processing organism. It also gives hints how to deal with this type of challenge.

VOCABULARY (5 WORDS)

<https://www.dictionary.com>

VOC. ITEM	PART OF SPEECH	MEANING IN THIS CONTEXT
emotional	adj.	formal / technical
beset	verb	troubled
utterances	NOUNS	expressing something aloud
extrapolate	verb	extend the application of...
preclude	verb	prevent
inevitability	noun	unavoidable situation

PRESENTATION

Be prepared to give a short presentation to your class about what you have read.

1. You can choose to highlight the main points of the article.
2. You can choose to highlight the vocabulary you want to learn.

When doing research for any academic project it is vital to find sources of information to support your ideas. When choosing which sources to use, you must decide how reliable the information is likely to be. Here is a list of possible sources of information.

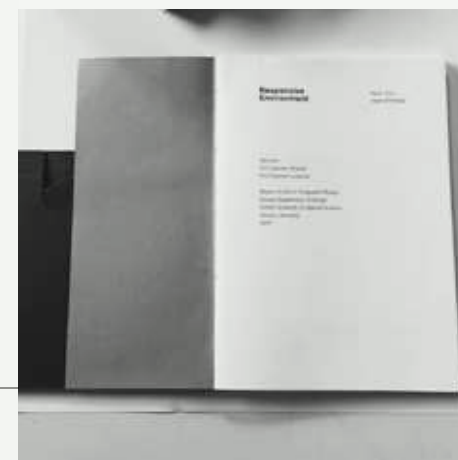
	VERY RELIABLE	FAIRLY RELIABLE	UNRELIABLE
1	an academic textbook	a company website (may contain biased info or omit any info that makes them look less prestigious)	an article in The Sun (tabloid newspapers do not have a reputation for objectivity)
2	conference papers (transcripts of papers given at academic conferences)	the website of a political party (probably biased in some areas but may be useful for history, policies etc)	an Internet chatroom (anecdotal information)
3	an academic lecture	a BBC documentary (may contain opinion rather than fact)	an article in Wikipedia (this is an interactive source, so info can be changed by anyone. Although it may be useful for background info, it cannot be cited in essays)
4	a novel / a film (primary sources for some Humanities subjects)	an anonymous article in a broadsheet newspaper (although there is no author, it still comes from a reputable source)	a blog (if not written by an expert)
5	a dictionary	a blog (if written by an expert)	a sample essay from the Internet (this would be plagiarism)
6	a chapter in an academic reader (readers are books designed to give students an overview of a particular subject. ->)	an article on an anti-smoking website (probably contains biased info, would definitely need to be checked)	something another student tells you (anecdotal information)

BIBLIOGRAPHY

°6

IN THE BOX BELOW, WRITE A LIST OF WORKS CITED FOR ALL THE SOURCES YOU HAVE USED IN YOUR RESEARCH JOURNAL. IF YOU USE ANY MORE LATER, BE SURE TO COME BACK HERE AND ADD THEM TO THE LIST

	VERY RELIABLE	FAIRLY RELIABLE	UNRELIABLE
	They contain essays by different authors on the main topics in that subject area)		UNRELIABLE: Driving Change
7	an academic text in a foreign language (but you must translate yourself and give the original in footnotes. Literal translation of text is treated as quotation in an essay, so best to paraphrase)	government statistics (may contain bias in design of the analysis e.g. new ways of classifying crime)	
8	the website of an international organisation	an article in a specialist magazine (sources not references but a reputable source)	
9	an article in academic journal		
10	a survey you make yourself (primary research)		
11	an encyclopaedia entry		
12	a laboratory experiment		
13	statistics from ILO (very useful online source for stats)		



Master Thesis Book

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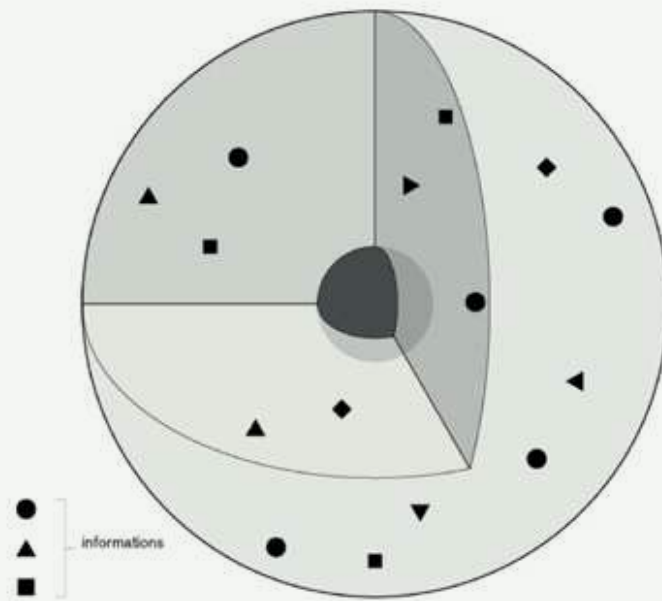


Figure 02. Environment as Source of Informations

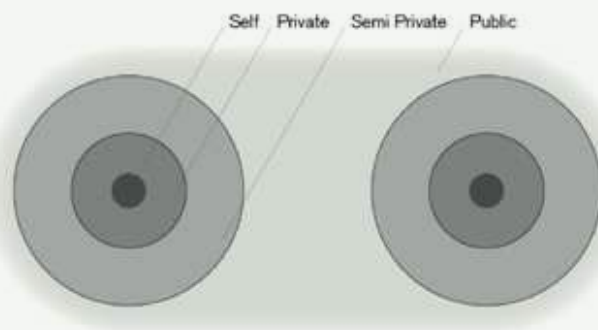


Figure 03. Space Classification

1.2 Source of Informations

In a paper titled 'Environmental Psychology Overview', Raymond De Young mentions that all environments are patterns of information and that people are fundamentally information-processing organisms. This notion becomes an evident of environment as the source of informations. People receive the informations from their environment and then attempt to analyse those informations. They compare between those informations, categorise it, try to make sense out of it and turn it into knowledge and terminology. The knowledge has been guaranteed human being to fulfil lives. In the prehistoric time, the pattern of informations were simple. However, in today's modern man-made environment, the patterns of informations are become more complex than before, it cannot be easily defined anymore. There are interpretation differences among people. Which means that, environment, as the source of informations should be guided lest to prevent anomie in the social life.

According to Christopher D. Wickens model of Human Information Processing, events in the environment are first enter to our brain through our senses; sight, sound, touch, smell, taste, and balance. Then our brain will process it internally before it exit from our brain as a response or feedback. At the last stage, processed stimulus turns into response execution and goes back to the environment in the new form of information which called behavior. In other word, environment effects us in a diverse way, in the form of visual, auditive, tactile, olfactory, gustatory, or vestibular experiences. It follows that how these impacts are used in our life defines our behaviour. And it eventually determines the quality of our lives.

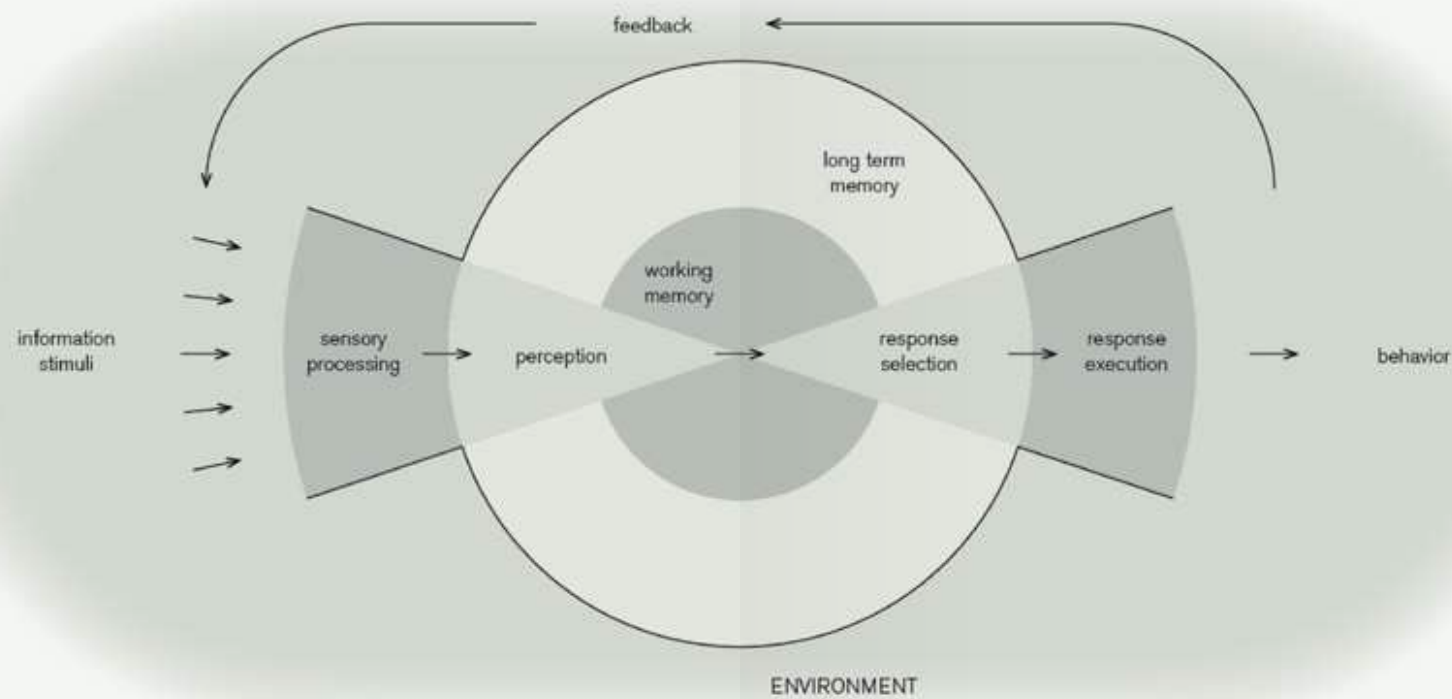


Figure 04, Human Information Processing Model
Source: Adapted from C.D. Wickens Human Information Processing Model

2 Human Behavior

2.1 Broken Window Theory

'Broken Windows', an article written by criminologists James Q. Wilson and George Keeling in 1982 generate a theory which assert that a signs of disorder can lead to more disorder. This theory is called broken window theory. For example, a broken window in a building that left unfixed will give a perception that there is nobody cares or in charge. This perception can trigger someone who have motivation and ability to vandal, breaking the rest of the windows, contaminating by drawing graffiti or litter around it. Even worse, this disorder can lead to deterioration in social aspect, encouraging other people to bad behaviour, and intriguing criminals.

In the United States, several major cities has been implementing this theory. For example, Rudy Giuliani, the mayor of New York which elected in 1994, instilled broken window theory into his policy. He cracked down graffiti and other smaller quality of crime. Consequently, the overall crime rate notably decreased.

This result unveils how environmental change influences on human's behaviour. And change of environment can induce human behaviour to a certain direction, worse or better.

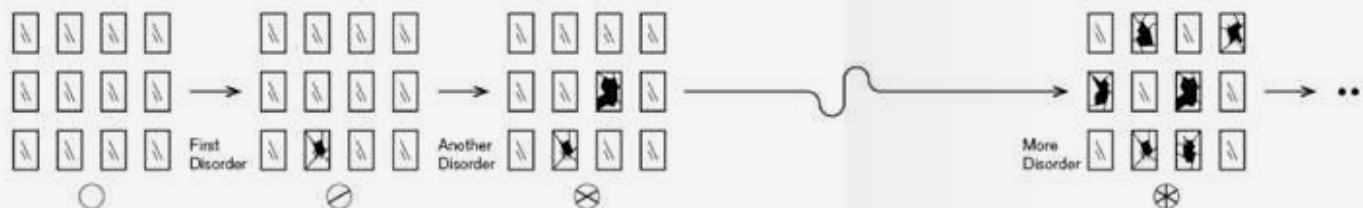


Figure 05. Broken Window Theory

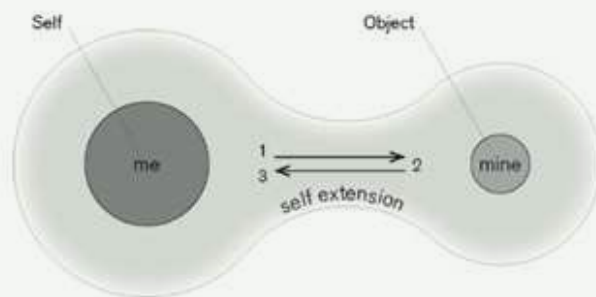


Figure 16. Basic Concept of Self Extension

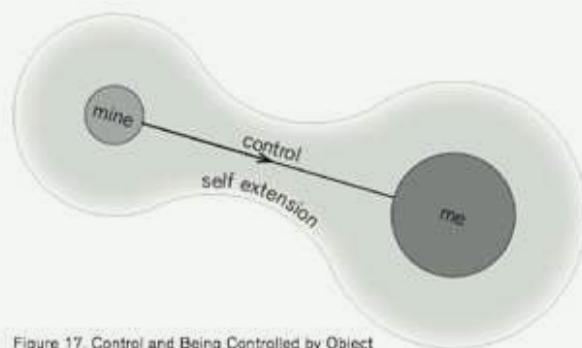
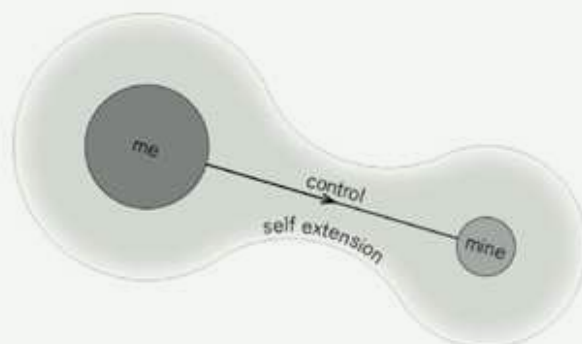


Figure 17. Control and Being Controlled by Object

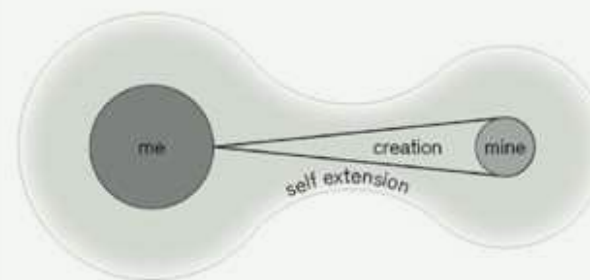


Figure 18. Creation of an Object

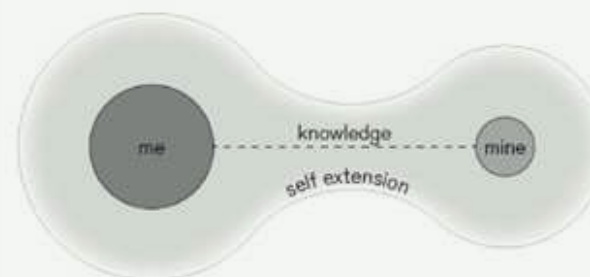


Figure 19. Knowledge of the Object

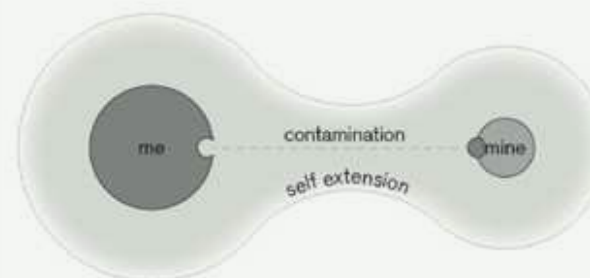


Figure 20. Object Contamination



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Teknik Perminyakan ITB



04



07



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02 Dwarapala



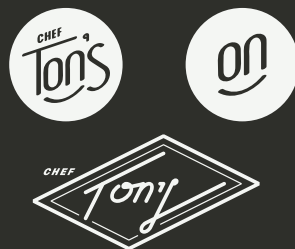
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- 03 Chef Ton's Salad
- 04 INDOESTRI
- 05 orang: Dessau
- 06 BAKSIL

- 07 DIB
- 08 ADGI
- 09 Speed Architech
- 10 LYKKA
- 11 LocalLoop
- 12 PIK Avenue

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