

Designing Point of Purchase Standing Alone Category Using Visual Anamorphic Techniques for Modern Retails

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ABSTRACT

Visual with anamorphic technique is a presentation of a projected illustration with a distorted perspective that only functions effectively at certain angles. Street art artists have used this technique by drawing visually on the sidewalks of many cities to satisfy the eyes of the audience. The perspective grid technique is finding in architectural environments to show the accurate impression of building design illustrations. This research will develop anamorphic visual techniques applying to the Standing Alone type Point of Purpose (POP) media, which is common in the modern market. POP will be developed with an experimental approach to raise the possibility that anamorphic visual techniques can be used and function appropriately in the modern market. The goal is to provide novelty to the Standing Alone type POP so that it can continue to exist as a compelling message channeling medium and contribute to the world of Visual Communication Design in the country and the world.

Keywords: POP, Standing Alone, Display, Visual Anamorphic.

1. INTRODUCTION

Standing Alone is a type of POP that is commonly found in several modern markets in Indonesia. This media is usually found in the empty area between the shelving rack or cashier to the shelving rack. This type of POP is not yet categorized as impulse buying, which is usually achieved by types of POPs close to the cashier desk [1]. It takes novelty for POP standing alone to be maximized, even becoming a medium for impulse buying in the modern market. Innovations in persuasion media such as POP standing Alone is very much needed to remain attractive and not be outdone by digitalization. A qualified message on the appearance of the packaging is not a reference for this product to steal viewers' attention. A new strategy is needed to make POP more noticed and still in demand as a capable medium in the modern market [2]. A two-dimensional visual form (print ad) must have a genius product value to produce a qualified visual impact. This visual impact can be achieved by using unique visual effects to achieve visual visibility in two-dimensional ads.

Many street artists have used visual illusions to create two-dimensional effects that impact the audience. The effect is in the form of two-dimensional images drawn with chalk on the sidewalk; with a certain angle the viewer will get a three-dimensional impression as if the image is real and interacts with the viewer. The drawing technique used by these street artists is called the anamorphic visual technique. The anamorphic visual technique is the use of distorted perspective effects that are commonly used in architecture. This visual technique's advantage is that it uses a two-dimensional visual basis that allows it to be applied to two-dimensional advertising media. This technique should be tested to see the possibility of an anamorphic visual effect on POP. The results of this study led to several visual design alternatives that were unique to existing POP media and were presented by previous designers.

2. LITERATURE REVIEW

In two previous internal studies, the author has conducted experiments on anamorphic visual techniques on pillar type POP and poster type Print Ad. In POP

research on pillar types placed in spaces that are rarely used commercially in supermarkets, in this research exploration, it is possible to increase the persuasion of pillars without digital technology to present a three-dimensional impression using flat visuals that are processed visually anamorphic technique. Through several experiments conducted using the POP prototype for pillar media, the ideal viewpoint for the audience is at an angle of 30 degrees, while for the best eye level, the eye level is parallel and at a reasonably close distance. This is by the visual anamorphic concept, namely Symmetrical Visuals, where the visual looks three-dimensional at a certain point, both the point of view and the viewer's point of view. In the next study, namely the design of Print Ad using anamorphic visual techniques with small-scale experimental methods before trying with a 1: 1 scale, resulting in an ideal prototype scale, namely for a 1: 1 scale design with visual anamorphic distortion technique theory.

3. METHODOLOGY

In this study, a design process was used with Ralph's Reflection-in-Action model (2010). Designing with this model of reflection is designing design work intuitively as opposed to rational ways. Intuitive design explains something in its own way and with one's own feelings in a reflexive way, the rational aspect is implemented through explanations. The reflection model is included in the traditional design method, whose method has been developed by Christopher Jones, namely a research method that is carried out in several stages of work, namely:

1. Preparation, at this stage, it begins by examining the existing problems and then conducting a literature study on similar types of research that have been carried out.
2. Implementation, at this stage, begins with the manufacture of test objects.
3. Data analysis, data from the test results are analyzed in order to obtain a conclusion on the relationship between the variables in this study to determine the effect of giving a treatment or treatment on the research subject.
4. Testing and Evaluation of Results, this stage begins with testing the material by making the test object and then testing it according to the predetermined variables. After processing the data, the results of the analysis from the study are used to determine the most suitable composition and meet the requirements and requirements by the research objectives [3].

The data collection carried out in this research is qualitative data and experimental data using the POP Standing Alone prototype with additional data through a literature search.

In this study, data collection is qualitative data obtained from literature sources, journals of previous research results, observations, and interviews of experts. This data is used as a reference in creating design work whose results will be analyzed to find the possibility that a two-dimensional plane can be seen as a visual anamorphic.

4. STRATEGIC AND DESIGN ANALYZE

In this section, the writer meets media expert Eka Sofyan Rizal from Paprieka Studio Jakarta. According to him, the media has its own characteristics; the message should look at these characteristics. Like water that goes into a glass or any place, water (message) will follow the shape of the container (media), meaning that the selection of the media and where the media is placed should be able to make the message more strongly conveyed and even invite interaction from the audience so that the message can be felt as an evocative and effective experiment. He also criticized the experimental method in design not ending in the form of media (POP), but seen from what content is presented, as a solution to be achieved. This means that selecting and searching for messages becomes a process that cannot be separated from the physical visual formation that is implemented in the work. In this research, anamorphic is inspired by shadow play, which is using shadow effect to make objects appear [4]. In previous research, it focused more on circular or curved objects, this time, we will try a different box shape, namely tetra pack packaging.

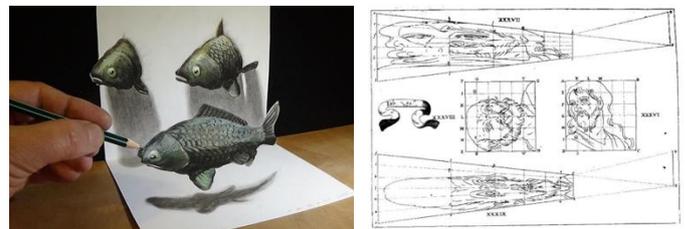


Figure 1. The inspiration for this research, <https://mymodernmet.com/3d-drawings-anamorphic-art-sandor-vamos/>, will be explore with anamorphic distortion technique

5. IMPLEMENTATION

The focus is on studying shadows under the box object to produce a real hovering effect on the image in the preparation stage. In this experiment, a visual anamorphic distortion technique was used. The visual that will be tested is the shadow on the box-shaped product, namely the tetra pack packaging. In the first implementation, in the shadow study, the problem appears that objects do not look real or floating.

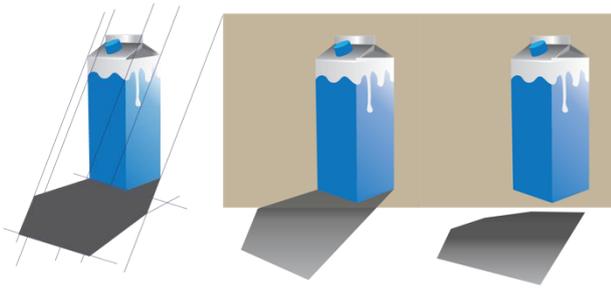


Figure 2 . Experiment 1 with shadow anamorphic visual technique

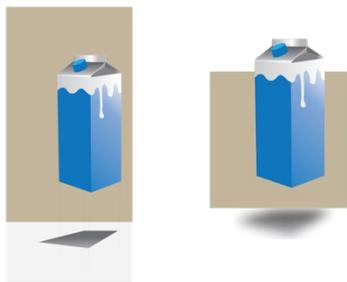


Figure 3 . Experiment 2 with shadow anamorphic visual technique



Figure 4 . Experiment 3 final result

In the second experiment, it became clear that the shadows separated in different planes would give a 3-dimensional impression and floated, so that in the final result, it can be seen that the image is divided into two vertical planes and a flat plane, which becomes a real impression.

6. CONCLUSION

Visual with anamorphic technique presents a projected illustration with a distorted perspective that only functions effectively at certain angles. This present study concludes that this visual anamorphic technique is useful to study Standing Alone type Point of Purpose (POP). Standing Alone type Point of Purpose (POP)

study was developed with an experimental approach to raising the possibility that anamorphic visual techniques could be developed, and it was successfully implemented through this present study experiment. Furthermore, the perspective grid technique is found in architectural environments to show the true impression on building design illustrations; however, this grid technique employing anamorphic still under study [5]. Therefore, future research should explore this technique to be used in the design field.

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