

“Teman Terang Creative Project” – Visual Communication Design Aspect in a Creative Charity Movement for Children in No Electricity Remote Area

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INTRODUCE

“Teman Terang Creative Project” is a creative charity project which held by students/visual-artists around Visual Communication Design environment under the authority of Studio Diskom (Program Organization) and lead by Riskhi Bestari. This charity project involving students/visual-artists to dedicates their artworks to the children (elementary school grade student) in no electricity remote area as an act of care and attention. By choosing Semprong, The-traditional-lantern-kind-of-lamp as the design object, with some innovation and design ideas, but still keeping its unique traditional look; we try to use this Semprong Lamp as a media for applying our arts, to deliver our ideas, shows up our expression and as a symbol of spirit and motivation, care and attention to the children in remote & no electricity for their education.

“*Semprong* lamp” is a traditional lamp that using very basic fire maker, and using materials like glass and iron plat used by most Indonesian people times ago when electricity is not yet coverage most of the area in Indonesia. *Semprong* lamp has a very authentic look and characteristic; it has a beautiful view or beautiful girl painting in the holder part, the carvings, and various kind and glass shapes make it threatened not only as random household equipment, but also a very aesthetic and prestigious decoration at its age.

But until now, by the geographical issues; Indonesia’s Islands landscape, there are still so many remote area left behind without any electricity sources. There are so many program held by The National Power Company likes “*listrik desa*” (village electricity) to solving this problem but it seems like the government still face some difficulties. The children, becoming as victim of this condition, Their night-time studying is not fully effective while in the evening they have to help their parents for working in the field or simply doing chores. But it does not mean that they’re having no spirit and desire to keep studying. Moreover, some of them having great score and other achievements. Inspired by their spirit, we try to spread the news about their condition,

and dedicate our works, then using it as good motivation trigger and inspiration to other by held an exhibition and make a kind of creative movement.

“Teman Terang Creative Project” is not the only one or brand new movement that involving visual arts in Indonesia. But this could be an example, a proof that showing how Visual Communication Design improving and adapting in Indonesia nowadays, with all of this country condition; people, culture and geographic. Visual Communication Design improvement in Indonesia is success to put it self and blend-in around various aspects and as a bridge to the modernity without losing the nation’s tradition. Moreover, it’s creating its own identity and character.

GOAL

To introduce, and to inform the Participants about the project. To Introduce the Participants about the *Semprong* Lamp product. To share and to inspire the participants. To Show an example of how Communication Visual Design related to various aspects (creative charity) in Indonesia, and how Communication Visual Design in Indonesia taking shapes demographically and culturally nowadays. To persuade the participation to take part in the project by joining the *Semprong* Lamp Painting workshop.

OBJECTIVES

This agenda is one of few agenda which held by ISI Yogyakarta Team (in visiting Tainan University) that related to the Communication Visual Design, Product Design or largely in Visual Art aspect. To introduce, and build a good relationship and acknowledgement between both colleges, to share and inform about each side improvement in academy and non-academy field.

By sharing this experience, we hope it could inspire the participant, expands participant’s interest and knowledge about how Communication Visual Design growing in such various fields in Indonesia, how it could be fitting and adapted with Indonesian’s culture and demography, along with all of the problem, chance and phenomenon. But most of all, by sharing this “Teman Terang Creative Movement” charity project, we personally expect and looking for the participant’s feedbacks and responses that comes from a very different mind, perspective, culture and academics background in seeing this project so we could learn more, expands our sight, abilities, creativity and we would have more spirit and professionalism behavior to held this

project sustainably and reaching bigger scale and field focusing in education for children in remote area.

CONDITIONS

Participants for this activity are;

1. All the confirmed participants (with limit around 20-30 participants).
2. Students and general participants whom interested with the activity.
3. Speaker would invite 3 – 6 participants to join the *Semprong* Lamp Painting Workshop.
4. Other participants could watch or also join for some trial, taking photos and asking questions.

METHODS

Total duration for this activity is (flexible), following this technical;

1. 1 Speaker lead the whole activity (presentation, video screening and workshop), with help from moderator and the crew. The Q&A session is open in every closing of each part.
2. Each of the Introducing presentation part, the video screening and the workshop part spends same amount of time, which is around 45 minutes.
3. Every participant allowed asking a question, or delivering ideas, expressing argument, appreciation, critics and feedback.
4. 1 Q&A session spends around 20 minutes.

If possible, the remaining time also would be used as casual Q&A session and continue the workshop.

CLOSING

Example of visual graphic poster and aplication by workshop

