

Title Must be Informative and Reflects Paper Core Content (Title Case, Bold, 14pt)

Subtitle Can be added if Necessary (Title Case, 14pt)

Author¹, Author² (written without education degree, 11pt)

Author¹e-mail, Author²e-mail
Department, Faculty
Name of University/ Affiliation (11pt)

ABSTRACT (Capital, Bold, 11pt)

An Abstract should be between 150-250 words. Written in Georgia font (11pt, justify) with one/single line spacing, and use one paragraph. The abstract must contain research objectives, methodology, discussion, and conclusion.

Keywords: 3- 5 essential words consist of the title and the content of the paper (Georgia lower case, 11pt)

INTRODUCTION (Capital, Bold, 11pt)

The contents of the VCD Journal cover the fields of Visual Communication Design, including Graphic Design, Visual Communication, Branding, Comics And Illustrations, Advertising, Photography, Videography, Animation, Design Studies And Popular Culture, And Game Design.

The introduction section; contains the background and research objectives based on the problems and phenomena that occur and their relationship to existing design theories. In this section, it is necessary to show novelty/ state-of-the-art and research objectives that explain the background of the topic of the study.

Avoid direct quotations if quoting from other sources; it is better to paraphrase the sentence. Prior to submission, articles must go through a plagiarism check process using Turnitin and must not exceed 20% similarities. (Georgia, 11pt, 1.5 space)

RESEARCH METHOD (Capital, Bold, 11pt)

This section encompasses how the author intends to carry out the research. This includes the focus of research, theories used, research methods, respondents/case studies, sample size, methods of data collecting, and more. (Georgia, 11pt, 1.5 spaces)

RESULT AND DISCUSSION (Capital, Bold, 11pt)

In this section, the author can describe the research results along with a discussion of data and analysis related to the research methods and their implications for the results (scientific impact). Discussions can be written by comparing the results of this study with the results of the previous study; what is unique with this study to show the research originality.

Sub Chapter (Title Case, Bold, 11pt)

If necessary, the author can add sub-chapters to explain a topic further.

Pictures and Tables

Pictures and tables can be used to clarify each topic. Tables are numbered sequentially from 1, 2, and 3 to the last figure, and the captions are placed at the bottom of the figure.

Captions for figures and tables are "Figures" and "Table" written using 10pt Georgian letters and centered. All figures and tables must be explained in the writing section (Figure 1). To describe the picture, use the number of the picture. Avoid using the word "next picture/ picture below" in describing the picture.



Figure 1 The image's title is capitalized at the beginning of the title.

Source: surname, first name (year)

source: author's documentation (if the illustration is a personal documentation)
(normal, centre, 10pt)

Each picture (including photos, diagrams, charts, illustrations, schematics, and graphics, all titled "Figures") must be in good condition with a minimum resolution of 150 dpi.

For the table caption, use 10pt Georgian letters and centered, single-spaced, can follow the example in Table 1. To explain the table, use the number from the table; avoid using the word "the following table/table below" in explaining the table.

No	Data collection techniques	Source	Instrument
1	Interview	<i>Participant 1</i>	Design artwork review Design Trend Insight Branding strategy etc
2	Interview		Participant 2 Perception of design artwork Exposure media Media promotion preferences etc

Table 1 The image's title is capitalized at the beginning of the title.

Source: surname, first name (year)

source: author's documentation (if the illustration is a personal documentation)
(normal, centre, 10pt)

CONCLUSION (Capital, Bold, 11pt)

This section concludes the paper; you could start by rewriting the research objectives, followed by conclusions from the research results. Conclusions must be concise, sharp, and focused on answering the research objectives. A conclusion can review this article's main points but not replicate the abstract as a conclusion. There is no need for an explanation in this section. The explanation is in the RESULT AND DISCUSSION section. Conclusions are written in paragraphs, not in the form of bullet points or numbering (1,2,3,a,b,c).

After the conclusion, describe the implications of the research (scientific impact), the limitations or shortcomings of this research, and provide concrete and specific suggestions for further research based on the limitations/lack of this research. The conclusion section should include all of the above points (objectives, results, implications, limitations, and suggestions).

REFERENCES (Capital, Bold, 11pt, single spacing)

References (minimum 15 sources) are written in alphabetical order following the **APA in-text citation style**. Make sure that every reference is cited **using the Mendeley application**, and all citations in the article are included in the bibliography and vice versa.

Articles must cite primary references published within the last ten years. Preference will be given to citations from journals and proceedings (minimum 80% citations from journals and proceedings; 20% citations from books).

If the author cannot be identified, use 'Anonymous' or 'Anon' and the title of the work and date of publication. The title must be written in italics; for example, *Marketing strategy* (Anon., 2006). If the year of publication cannot be identified, use the abbreviation n.d. (Tjandrawibawa, n.d.)