

Journal of Visual Communication Design (VCD) is peer reviewed academic journal that published original research articles on the topic of Visual Communication Design. It is published twice a year, in June and December, but the Study Program of Visual Communication Design, School of Creative Industry, Universitas Ciputra Surabaya.

---

**Editor in Chief:**  
Marina Wardaya, S.Sm., M.M., M.Ds.

**Managing Editor:**  
Shienny Megawati S., S.Sn., M.M., M.Ds.  
Lisa Indriati, S.Des., M.M.

**Editorial Board**  
Eva Teng (Da Yeh University, Taiwan)  
Dr. Kendy Anak Mitot (Tunku Abdul Rahman University College, Malaysia)  
Dr. Afolabi Benjamin E.F. (Ph.D.) (Olabasi Onabanjo University, Ago-Iwoye: Ogun, NG)  
Ellen Agustine Saputra S.Sn., M.A. (Universitas Ciputra Surabaya, Indonesia)  
Hutomo Setia Budi S.Sn., Dipl. Akp., M.M. (Universitas Ciputra Surabaya, Indonesia)  
Rendy Iswanto, S.Sn., M.M., M.Ds. (Universitas Ciputra Surabaya, Indonesia)  
Obed Bima Wicandra, S.Sn., M.A. (Universitas Kristen Petra, Indonesia)  
Ni Luh Desi In Diana Sari, S.Sn., M.Sn. (Institut Seni Indonesia Denpasar, Indonesia)  
Danu Murti, A.Md., S.Sn., M.Sn. (Institut Kesenian Jakarta - LPKJ, Indonesia)  
Salima Hakim S.Sn., M.Hum (Universitas Multimedia Nusantara, Indonesia)  
Guguh Sujatmiko, S.T., M.Ds (Universitas Surabaya, Indonesia)

**Language and Layout**  
Febri Andhika Risky S.Pd.  
Putu Wardhani S.P.

---

**Editorial Address:**  
School of Creative Industry  
UC Building 17th Floor, Ciputra University Surabaya  
CitraLand CBD Boulevard,  
Made, Sambikerep, Surabaya City, East Java 67219  
**Website:** <https://journal.uc.ac.id/index.php/VCD>  
**Email:** [jurnalvcld@ciputra.ac.id](mailto:jurnalvcld@ciputra.ac.id)  
**Phone:** +6231-7451699

## Table of Content

	Page
01 Visual Media as Assisting Instrument to Improve Student's Listening Ability <b>Marina Wardaya</b>	1
02 Study of Milton Glaser's Creative Process In Creating Design <b>Hendra Setiawan</b>	13
03 The Message and Meaning on Short Animation Film "Surat Untuk Jakarta" <b>Matheus Prayogo, Acep Iwan Saidi, Wegig Murwonugroho</b>	21
04 "Clever Little Bag" Green Packaging Innovation from Puma <b>Shienny Megawati Sutanto</b>	35
05 Designing a Photobook of Historical Buildings in the City of Surabaya <b>Muhammad Hilaluzzaman, Dr. Moh. Isa Pramana Koesoemadinata</b>	45

## Publication Guideline Journal of Visual Communication Design (VCD)

### I Scope

VCD aims as a forum for academics, educators, and practitioners from around the world to communicate research papers, conceptual papers, and best practices about the dynamics of the creative industry

Coverage of VCD includes, but is not limited to issues surrounding:

- Graphic design
- Visual Communication
- Comic and Illustration
- Advertising
- Photography
- Film and Videography
- Animation
- Design and Culture Study
- Game Design

### II Technical Provisions

The editors have provided writing templates and guideline provisions for submitting manuscripts. Submission guidelines can be accessed on the official website of the Journal of Visual Communication Design (VCD):

<https://journal.uc.ac.id/index.php/VCD/about/submissions>

### III Decision of Publication

The editor will provide confirmation of the acceptance or rejection of the manuscript in writing via electronic mail and the VCD Open Journal System Website. Questions regarding article submissions and the status of submitted articles can be emailed to: [jurnalvcd@ciputra.ac.id](mailto:jurnalvcd@ciputra.ac.id)