

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
Phone: +6231-7451699

Table of Content

	Page
01 Fetishism Towards The Visual Appearance Of The Character's Avatar In The Online Mobile Game Of Ragnarok: Eternal Love Shienny Megawati Sutanto	1
02 The Postmodernism Revolution In The Art World Of Lady Gaga Evan Raditya Pratomo	15
03 Product Development Of Illustrated Children's Storybook Entitled "Senja" Into Children's Animated Video Stories Hutomo Setia Budi	24
04 Logo Analysis Of Meta Bright Vision Company Using The Semiotic Theory Rizki Auliazmi	32
05 Semiotics Analysis The Art Work By Aliansyah Chaniago Entitled Lanscape Of Barus Andi Hismanto	41

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