

Interpretasi Konsep Kreativitas antara Akadmisi dan Praktisi Desain Komunikasi Visual pada Kualitas Karya Kreatif Pemenang Citra Pariwara Kategori Print Ad (2003-006)

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Abstrak

How far is the difference and the similarity of academicians and practitioners interpretation in difine the advertising creativity's concept and to appreciate the creative quality of Citra Pariwara's winner advertisement works print ad category, from 2003 until 2006. An advertisement work can be categorized for being creative, if it contains the element of novelty, freshness, innovative, original, and can fulfill it's early destination, which is to rise the product's sale or even to solve it's audience's problem.