

ABSTRACT

Nuvasa Bay Social Media Content Visual Design (Sinar Mas Land)

Practitioners do professional work at Sinar Mas Land, Commercial National (Nuvasa Bay) for three months. Nuvasa Bay is an integrated residential area in Batam and a mixed-use development covering an area of 228 hectares surrounded by sea, beaches, golf, lakes and mangrove forests. At the professional work implementation stage, practitioners work on design and motion for internal content on Nuvasa Bay social media and work on the Content Plan that has been created. The theory that has been studied while studying allows practitioners to design and also create motion for the Nuvasa Bay project. Some of the theories that have been implemented are design principles, use of typography, layout, motion graphics, video editing, and others. Practitioners also learn how the design can be seen as attractive and in accordance with Nuvasa Bay's Social Media needs. When undertaking professional work, practitioners not only learn knowledge and skills about the world of work, but can also build relationships, learn to manage time well, learn to design softsell and hardsell designs for property, learn digital marketing, and other things related to design. and also movement.

Keywords: Property, Design, Motion, Advertising

