

ABSTRACT

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PROMOTIONAL MEDIA DESIGN FOR TELKOMSEL BRAND AT CFACTORY

Professional Work is a way for students to learn and gain work experience in a company such as a Creative Agency. Students can improve their skills by being mentored directly by workers who already have experience in working. Practitioners do professional work at CFactory for two months and six days. While carrying out professional work activities, Practitioners will receive direct supervision and guidance from the project manager. Practitioners will work in the Design division as graphic designers and in the Production division as video editors. During the professional work, Practicum worked on the design of Instagram feeds, worked on editing Instagram video reels, and set up at several events. Practitioners gain a lot of knowledge in the fields of design, video editing and teamwork while carrying out professional work.

Keywords: *Professional Work, Designer, Media Social.*