

ABSTRACT

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BRAND IDENTITY DESIGN FOR TUGU DRINK AND INSTAGRAM FEED AT CITRA BUANA INDONESIA SUKABUMI

Professional work practice was carried out by Visual Communication Design (DKV) college students for three months starting from May 6, 2024 to August 7, 2024 at the Citra Buana Indonesia College, Sukabumi branch by the Buana Pratama Foundation via Work From Home (WFH). The purpose of student doing professional work practice is to fulfill the requirements of the Professional Work course. Placed as a graphic designer tasked with creating Instagram feeds & stories with the figma application and job descriptions are provided through the Trello site. In addition to social media, students also work on Brand Identity for a side business from the campus called Tugu Drink. During the professional work practice, students have experienced several obstacles. Students were able to overcome these obstacles and gain valuable lessons and experience during the professional work practice. With this experience, students hope to be able to develop to become better.

Keywords : Professional Work Practice, Graphic Designer, Social Media, Brand Identity