

ABSTRACT

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GRAPHIC DESIGN DISKOMINFO (DINAS KOMUNIKASI DAN INFORMATIKA)

During the Professional Work program at the Communication and Informatics Office of South Tangerang City, students work in the field of graphic design under the supervision of work supervisors. Students have the opportunity to be involved in creating visual content design for Instagram humaskotatangsel and pemkottangsel which runs for 3 months. The work on the content has several stages starting from Briefing with the work supervisor giving an instruction or direction that will be made within a certain period of time, continued, Brainstorming where students look for references according to the theme that has been determined, then continued Designing students make designs after Brainstorming in accordance with what the supervisor instructs, and the last is continued to be sent to the social media team to publish to Instagram that has been done. With this Professional Work, students can apply learning to the work that students do. The purpose of this Professional Work is to prepare themselves to enter the industrial field.

Keywords: *Graphic Design, Communication and Information Agency, Visual Content*

