

## **ABSTRACT**

**RINO PRAWIRANTO (2021061042)**

**POLOS SHOES BRAND VISUAL CONTENT DEVELOPMENT.  
MADEBYYOU, PT. RAYO WIJAYA ABADI**

*The intern completed a three-month internship at Polos.MadeByYou, a local custom shoe company in Indonesia established in 2022, providing the intern with valuable experience in the fields of photography and videography. The intern was involved in product photo shoots, video production, and editing for social media assets and e-commerce platforms. Through these activities, they applied the theories learned during their studies, including techniques for capturing footage, effective camera usage, and the application of angles and lighting. In addition to enhancing technical skills, the intern also understood the importance of marketing and branding strategies in the digital world. Interaction in real projects expanded their network and provided insights into industry dynamics. Overall, this experience prepared the intern to face future career challenges. This translation maintains clarity and correctness while conveying the original meaning effectively*

**Keywords:** *Photography, Video editing, Videography*