

ABSTRACT

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Kontribusi dalam Proyek Kreatif dan Produksi Visual: Kerja Profesi di PT Media Djaja Makmoer

This report discusses the experience of the professional work program (Kerja Profesi) at PT Media Djaja Makmoer (MDM) from August 5, 2024, to November 6, 2024, in the Creative Designer role. During this period, the participant was involved in various projects, including the creation of Key Visuals (KV), Final Artwork (FA), and logo design. The experience provided valuable insights into the creative industry, covering aspects such as time management, team collaboration, and communication with clients. Key challenges included tight deadlines, unexpected projects, unclear briefings, and delays in feedback from clients. The participant learned to adapt quickly to dynamic work conditions, improve technical skills in design software, and develop problem-solving strategies to address issues. Overall, the program contributed to building a solid foundation for a future career in the creative industry.

Keywords: Professional Work Program, Creative Designer, Key Visual (KV), Final Artwork (FA), Logo Design, Creative Industry.