

ABSTRACT

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DESIGNING VISUAL CONTENT FOR DIGITAL MEDIA AT FORTUNA AGENCY (PT. FORTUNE PRAMANA RANCANG)

The intern has completed a professional placement at Fortuna, a company specializing in advertising and integrated marketing communications, for a duration of three months. Fortuna offers a range of services, including public advertising, public relations, brand management, and digital communication. During the internship, the intern worked on designing Instagram feed posts, Instagram reel covers, and motion graphics for social media purposes. Through editing tasks, the intern was able to apply various theories learned during university, such as editing, layouting, cut-to-cut techniques, as well as the application of transition effects and animations. In addition to enhancing skills and knowledge, the internship provided other benefits, such as expanding professional networks and learning to use various tools in Adobe software, including Photoshop, Illustrator, and After Effects. These skills enabled the intern to complete tasks efficiently and effectively without consuming excessive time.

Keywords: Feeds, Design, Editing, Digital, Social Media