

ABSTRACT

Shaquila Syifa Viandra (2021061030)

CREATION OF VISUAL DESIGN AS A PROMOTIONAL AND BRANDING MEDIA AT PT. MIRANDA MODA INDONESIA

This report describes the professional internship experience of the practitioner at PT. Miranda Moda Indonesia, focusing on the creation of visual designs to support the promotion and branding of the RiaMiranda brand. The internship involved various activities, including designing catalogs, creating social media content, and developing visual elements for annual events. The purpose of this internship was to integrate theoretical knowledge learned during studies with practical applications in the industry, particularly in building brand identity and enhancing consumer appeal. This report outlines the work stages, including brainstorming, design processes, evaluation, finalization, and an analysis of the impact of the designs produced. Challenges encountered, such as team communication and limited design exploration, were addressed through time management strategies and creative concept adjustments. This experience provided valuable insights into the role of graphic design in supporting marketing strategies in the local modest fashion industry.

Keywords: Graphic design, Local fashion