

ABSTRACT

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Designing Graphic Designs for Branding and Promotional Products at PT. Kriyanetra Group Indonesia

This professional work was carried out at PT Kriyanetra, a company engaged in creative design services and branding. During the three-month professional work period, the student was directly involved in designing graphic elements for the company's branding products and design elements for various promotional campaigns. The professional work process included stages of planning, concept creation, and collaboration with the team to refine the designs that align with the company's vision. Throughout the professional work, the student gained valuable experience in applying the graphic design skills learned in university. The student also gained deeper insight into the creative processes that occur in the industry, including how to design elements that are not only visually appealing but also effective in delivering messages and strengthening brand identity. Additionally, this professional work experience provided an opportunity to improve communication and time management skills, as well as a deeper understanding of the needs and preferences of clients in each design project. The experience gained from this professional work brought numerous benefits to the student, both in terms of improving technical skills and soft skills. This experience also broadened the student's understanding of the dynamics of the working world in the graphic design and branding industry, as well as how design can be used as a strategic tool to support the business goals of a company.

Keywords: *PT Kriyanetra, Soft Skills, Graphic Design, Branding.*