

ABSTRACT

Lemuel Giovanni Nathaniel (2021067001

GRAPHIC DESIGN IN CHURCH

Posters and multimedia are one form of visual media that are effective in conveying information in a concise, interesting, and easy-to-understand manner. The use of posters in the church environment is one of the modern communication strategies that can help convey religious messages, activity information, and important announcements to the congregation in a more interactive and communicative manner. This research or project aims to design and implement multimedia posters in the church as a visual communication tool that supports the delivery of information more efficiently. The creation process is carried out using graphic design software and paying attention to visual elements, typography, color, and message structure that are appropriate for the church. The results of this implementation show that multimedia posters are able to increase the appeal of the information conveyed and strengthen the congregation's understanding of the contents of the message. Thus, multimedia posters can be an effective visual communication media in supporting information and education activities in the church environment.

Keywords

posster, Multimedia, Visual Communication, Church,