

## **ABSTRACT**

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### **THE DESIGN OF THE TOURIST CATALOG BOOK SMK PARIWISATA SUMBANGSIH**

*Professional work is a compulsory graduation requirement for a professional seminar in the seventh semester. Professional work is conducted as a means to apply the science learned in college in the work world. During the work of the profession in the design and visual communication design program of the University of Pembangunan Jaya in practice worked in the attention of professor PIC Mrs. Retno Purwanti, S.sn. , M.ds. while doing professional work has done a lot of useful science in developing design concepts in making the project and practice also realize that not all processes can go according to plan and designer's job is solving the problem, then no matter how big the problem must be solved and executed.*

*Key Words: professional work, design, concept*

