

ABSTRACT

Muhammad Ega Fathoni (2021061069)

GRAPHIC DESIGN OF ROEMAH.ARTE SOCIAL MEDIA AND MARKETPLACE

Intership is a programme that provides opportunities for students to gain direct work experience in the industry. Practitioners carry out internships at Roemah.Arte. For three months, the intern worked as a Graphic Designer under the supervision of the creative team, focusing on graphic design for social media marketing needs. The main tasks include developing visual concepts into graphic posters, from brainstorming, collecting references, making storyboards, to producing banners for social media, digital advertising, and company presentations. During the internship, I honed my ability to use Adobe Family software, such as Photoshop, Illustrator, and Figma, and improved my skills in adjusting animation styles according to project needs. This experience enriched the intern's knowledge in the field of graphic design, as well as providing skills in editing efficiency, interdivisional collaboration, time management, and project management, which are very useful in preparing the intern for the professional world of work.

Keywords: Graphic Designer, Social Media, Promotion, Poster