

ABSTRACT

Promotion Media Design For Happy Holy Kids Kindergarten in Bintaro

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While designing promotional media for Happy Holy Kids Kindergarten in Bintaro, it was found that the Institute of Educational Institutions really needed a visual design that was right in promoting the services already offered, so that the message of the vision and mission to be conveyed from the Educational Institution could be easily conveyed and easily understood by the community. Not only is the delivery of visuals and text just right, but the media used also have an important influence on the promotion of the Happy Holy Kids Kindergarten, so that the segmentation and society that you want to target are easily achieved. Various viewpoints and sides are used to create an appropriate promotional visual design such as typography, colors, layouts, photography, and other related things to enhance the image that Happy Holy Kids Kindergarten wants to build towards the community. The formation of imagery also improves the quality of Happy Holy Kids Kindergarten, so that people can easily find out about this school by looking at the visual design on the promotional media used only, and also by strengthening the advantages of Happy Holy Kids Kindergarten itself which provides teaching and learning experiences outside the school environment.

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