

ABSTRACT

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VISUAL DESIGN FOR SOCIAL MEDIA DESIGN ON INSTAGRAM PT LIFELONG LEARNING (MULTIMATICS)

While carrying out professional work at PT. Lifelong Learning (Multimatics), the author works under the supervision and guidance of the user (Lead of work supervisor). Process of carrying out professional Work, the author has the opportunity to participate directly in helping convey messages that will later become visual content for instagram or other social media. The author of the implementation of Professional Work as a Graphic Designer in the Digital Marketing division. The main task of the author when carrying out professional work is to be responsible for dealing with users to meet company needs in developing concepts, applying concepts in graphics and layouts for illustrations, creating social media content, loading digital marketing graphic content, and working as part of a team with other designers.

Keyword : *Graphic Designer, Internship, Social Media*