

## **ABSTRACT**

**Qori Hadi Sahhal (2018061063)**

### **VIDEO MEDIA DESIGN USES MOTION GRAPHIC TECHNIQUES FOR ADVERTISING NEEDS AT HADUA PRODUCTION**

*internship program activities carried out by practicing are the first step for practice to support thinking skills and add insight into soft skills and hard skills in the field of visual communication design. practitioner started internship at Hadua production, a production house that includes production content services that can be uploaded to social media pages and can be enjoyed by the public. This internship program is very useful for practice in applying learning systems taught in the academic field of campus as an effort to realize the results of practices carried out so far as a debriefing in the internship. in the creative industries. The implementation of this internship, practice is given the opportunity to work on project related to the visual field, namely making motion graphic-based animated videos.*

**Keywords:** *Visual Communication Design, Internship, Motion graphic*