

ABSTRACT

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DESIGNING PRINT AND DIGITAL MEDIA AT BEKANTAN CREATIVE (PT. BEKANTAN RUMAH PRODUKSI)

Internships play an important role in the learning process and preparing students to face the challenges of the world of work in the future. Pembangunan Jaya University provides an internship program called Profession Work. Profession Work provides an opportunity for students to add insight, ability, and work experience in accordance with their respective majors.

In this report, the practitioner describes the activities while carrying out Profession Work at Bekantan Creative, which is a subsidiary of PT. Bekantan Rumah Produksi which runs for 3 months. During the internship, the practitioner works on various design needs such as creating social media content for Bekantan Creative and the clients they work with, client product photography, website layout design, brochure design, to designing client product packaging labels.

The results that practitioners get during internship activities are gaining knowledge that previously could not be obtained from class activities and becoming more understanding of how the design process works in the Industry

Keywords: *Design, Internship, Bekantan Creative*