

ABSTRACT

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MULTIMEDIA AND SOCIAL MEDIA DESIGN OF VISUAL COMMUNICATION DESIGN STUDY PROGRAM AT PEMBANGUNAN JAYA UNIVERSITY

In the Professional Work Practice activities at the UPJ Visual Communication Design Study Program office, the practitioner works under the guidance and supervision of the Head of the UPJ DKV Study Program, Desi Dwi Kristanto S.Ds., M.Ds. Practitioners are responsible for managing Instagram social media content belonging to DKV Study Program, creating digital information content requirements for JCAL, making certificates of Academic Travel activities and being involved in the process of documenting these activities, and are responsible for Kedaireka activities, namely documenting and producing video presentations for the teaching team consists of lecturers from DKV and lecturers from Product Design.

The Professional Work Practice that practitioners are undergoing teaches many things that practitioners cannot get when they are in college, especially in terms of project execution and time management. Working under the supervision and guidance of the Head of DKV Study Program is certainly one of the best experiences that a practitioner can get, because having responsibility under someone who has high integrity and great authority is an honor for the practitioner.

Keywords: *Graphic Design, Social Media Content, Digital Information.*