

ABSTRACT

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PROSPECTUS DESIGN FOR FTMD ITB

This written report was created to explain the implementation of Profession Work that has been carried out by Practitioners at Adjie Triwibowo Photography for 570 hours. This Profession Work (KP) takes place from 23 August 2022 to 26 November 2022. The Practitioners is positioned in the Product Graphic Design section and assists in designing the initial prospectus design. During the Profession Work process, Practitioners are also faced with several obstacles such as deadlines and design changes in a short time. Practitioners are also expected by companies to be able to analyze and research the design identity desired by clients so as to reduce revisions and save time needed to design a graphic product. The Practitioners is also supervised and guided by the Project Manager in the process of brainstorming and making the initial prospectus design. This Profession Work experience provides benefits for practitioners in how they feel working in the world of graphic design.

Keywords: *Graphic Design, Design Identity, Prospectus*