

ABSTRACT

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THE ROLE OF DIGITAL VISUALIZATION AS COMMUNICATION MEDIA OF DIGITIZATION-BASED ARCHITECTURAL DESIGN AND PAPERLESS

In fulfilling the academic requirements as an internship student, the practitioner has undergone an internship experience at FNS Architect, an architectural consulting firm. During the internship, practitioners were involved in various projects, ranging from university interior design to office renovation and design, almost all of which required the use of digital technology and 3D models. The use of these technologies not only increased efficiency and productivity, but also helped the company move towards a paperless work environment. In addition, the author also developed effective communication skills, both orally and in writing, which are essential in understanding client needs and presenting design ideas and concepts. Practical experience in architecture and interior design was also gained during the internship, including designing functional and aesthetic spaces, selecting materials and colors, and considering factors such as lighting and ergonomics. Overall, this internship experience has provided valuable insights into the world of architecture and interior design, as well as how academic theory is applied in industrial practice.

Keywords: *technology, communication, visualization, digital, concept*