

## **ABSTRACT**

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### **UPJ MERCH VISUAL DESIGN VISUAL COMMUNICATION DESIGN STUDY PROGRAM**

*Professional work activities are a compulsory learning carried out in practice carried out by students of Universitas Pembangunan Jaya, professional work is a field of work based on certain education, expertise, skills, and vocations. Professional work in Visual Communication Design Study Program, Jaya Development University. Become a forum for students to prepare themselves for various activities in the world of work so that students are better prepared for the next level. Practice in the Communication Design Study Program has a person in charge who can provide direction, and guidance in working on tasks. Professional work in the Visual Communication Design Study Program ensures that practitioners get relevant experience in the field of graphic design, By considering the suitability of directions in making designs such as colors, text, elements, etc. to produce appropriate designs, and the use of software as a tool in making graphic designs so that practitioners gain knowledge and experience in accordance with the world of graphic design. This helps practitioners be better prepared in the graphic design industry.*

**Keywords** : Design, Work Profession, Practice