

ABSTRAK

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PERANCANGAN *COLLATERAL DESIGN* DI PT MAHKOTA KREASI INDONESIA

Selama melaksanakan Kerja Profesi di PT Mahkota Kreasi Indonesia, Praktikan bekerja dibawah pengawasan serta bimbingan CEO. Praktikan mendapatkan banyak pelajaran dan ilmu tentang dunia industri. Dimana praktikan dapat memahami tahap-tahap proses pengerjaan desain Collateral Design yaitu, Meeting bersama Client, Briefing Content, Brainstorming, Proses Desain, Preview, Revisi, Approval, Final Artwork (FA), dan tahap akhir Publish. Selama 3 bulan praktikan menjalankan Kerja Profesi, praktikan dapat belajar kembali dalam pengaplikasian huruf dalam desain, warna dan pemilihan font yang sesuai dengan desain yang dibuat. Oleh karena itu praktikan sangat berterimakasih kepada PT Mahkota Kreasi Indonesia yang telah memberikan pengalaman banyak dibidang yang sesuai untuk praktikan.

Kata kunci: Collateral Design, Property, Start Up

ABSTRACT

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COLLATERAL DESIGN AT PT MAHKOTA KREASI INDONESIA

During carrying out intership at PT Mahkota Kreasi Indonesia, intership works under the supervision and guidance of the CEO. Intership get a lot of lessons and knowledge about the industrial world. Where the intership can understand the stages of the Collaterals Design design process, namely, Meeting with the Client, Briefing Content, Brainstorming, Design Process, Preview, Revision, Approval, Final Artwork (FA), and the Final stage of Publish. During the 3 months intership run Professional Work, intershipcan learn again in the application of letters in the design, color and font selection in accordance with the design created. Therefore, intership is very grateful to PT Mahkota Kreasi Indonesia for providing a lot of experience in the field suitable for practice.

Keyword: Collateral Design, Property, Start Up