

## **ABSTRACT**

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### **VISUAL KEY DESIGN FOR DIGITAL SPORT BANNER AT PT VIDIO DOT COM**

*Independent Campus is the Independent Learning policy introduced by the Minister of Education, Culture, Research and Technology, Nadiem Anwar Makarim. One of the programs at the Merdeka Campus is Certified Independent Study and Internship (MSIB). This program involves the government, partners and students. PT Vidio Dot Com is one of the partners participating in running the MSIB program and this program aims to create students who are competent in the world of professional work. PT Vidio Dot Com, is a leading local OTT (Over The Top) platform in Indonesia that provides streaming services. This platform offers a variety of content ranging from Vidio Originals (original video series), Vidio Sport, the best films from within the country and abroad, 21 free channels, 32 radio channels, as well as other content such as children's content, lifestyle and entertainment.*

**Keywords:** *Graphic Design, Video, Web Design*