

ABSTRACT

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LAPORAN AKTIVITAS KERJA PROFESI PADA DIVISI KREATIF DAN EDUKASI DI PT. KANDURA CIPTA SEJAHTERA (KANDURA STUDIO)

While undertaking professional work at PT. Kandura Cipta Sejahtera (Kandura Studio) works in the creative and education division as a graphic designer. While carrying out the professional work program, practitioners gain and learn various new knowledge such as the use of graphic software such as Adobe Photoshop, Adobe Illustrator, Adobe Premiere, and knowledge of the manufacturing and finishing processes for making ceramics at Kandura Studio. These software skills are used to assist the team in creating content on social media, ceramic design, and packaging for ceramics. Practitioners also learn various skills that are important for a designer, such as the ability to communicate within a team, collaboration in team work, and skills in presenting design results to clients. These skills that have been acquired can also become valuable knowledge for practitioners, enabling them to make informed decisions, follow instructions from clients, and find solutions to various problems that arise.

Keywords: Ceramic design, social media, graphic designer