

ABSTRACT

RAMANZA REVRINDRA (2020061023)

DESIGNING GRAPHIC NEEDS FOR BEAUTY PRODUCTS AT PT LIZZIE PARRA KREASI

The practitioner undertook a professional internship at PT Lizzie Parra Kreasi for three months. PT Lizzie Parra Kreasi specializes in cosmetics and skincare. Throughout the internship, the practitioner worked on graphic design needs for social media, the website, and e-commerce. In addressing these design requirements, the practitioner applied theories learned during academic studies, such as layouting, typography, design hierarchy, and photography.

The practitioner also explored various types and forms of engaging and effective content. Beyond gaining insights and honing skills, this professional internship provided many advantages, including expanding networks in the creative industry, exchanging information about the beauty industry in Indonesia, and learning to scrutinize color and texture comparisons between on-screen appearance and real-life observation of products.

Keywords: Promotion, Beauty Products, Social Media.

