

ABSTRACT

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DESAIN GRAFIS DI PROGRAM STUDI DESAIN KOMUNIKASI VISUAL UNIVERSITAS PEMBANGUNAN JAYA

Professional work activities are mandatory practical learning carried out by students at Pembangunan Jaya University. Professional work is a field of work that is based on education, expertise, skills and certain vocations. Professional work at the Visual Communication Design Study Program at Pembangunan Jaya University is 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. Practitioners in the Visual Communication Design Study Program have a person in charge who can provide direction and guidance in carrying out assignments. Professional work in the Visual Communication Design Study Program ensures that practitioners gain relevant experience in the field of graphic design, by considering the suitability of directions in making designs such as color, text, elements, etc. to produce appropriate designs, and the use of software as a tool in making graphic design so that practitioners gain knowledge and experience appropriate to the world of graphic design. This helps practitioners be better prepared in the world of the graphic design industry.

Keywords: *Graphic Design, Professional Work, Practice, Visual Communication Design*