

## ***ABSTRACT***

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### ***ASSISTING VISUAL DESIGN UPJ COMMUNICATION DESIGN STUDY PROGRAM***

*The implementation of internships is an integral part of the curriculum for students at Universitas Pembangunan Jaya, emphasising the importance of direct learning in a professional context. Internships, as part of the field of Visual Communication Design studies, serve as a platform for students to prepare themselves for the challenges of the working world. Within the environment of the Visual Communication Design study program, students are provided guidance by experienced supervisors, assisting them in directing and completing tasks effectively. Internships in this program ensure that students gain relevant experience in graphic design, considering aspects such as colour usage, text, and other elements to create designs that meet their needs. Additionally, the use of software in the design process is also emphasised, enabling students to acquire knowledge and skills relevant to the graphic design industry. All of this aims to better prepare students as they enter the world of graphic design industry after graduation.*

***Keywords:*** Internship, Visual Communication Design, Experience, Guidance, Software.