

ABSTRACT

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PERANCANGAN APLIKASI PROJECT MANAGEMENT UNTUK PELAKSANAAN DESAIN GRAFIS DI PT. AIRA MITRA MEDIA

Practical work was carried out at PT. Aira Mitra Media. During these activities, the practitioner has the opportunity to be directly involved in a graphic design project at PT. Aira Mitra Media, such as creating an annual visual identity, souvenir design, and social media needs.

By designing a project management application system for the implementation of graphic design, it's hoped that it can become a forum for communication between teams and monitoring graphic design projects properly. So that by planning this application, the process of making graphic designs is more effective and efficient.

Keywords: *Information System, Graphic Design, Project management*