

ABSTRACT

Graphic Design is often referred to as Visual Communication Design, but the 177 International Graphic Design Professionals organization (ICOGRADA) still uses the term “Graphic Design” for this profession. Recent developments note that not all graphic design works are printed works, but also as audio-visual and multi-media works, so some educational institutions use the term Visual Communication Design with new consequences, design is placed in the communication sciences. Visual communication design is a science that studies the concept of communication and the expression of creative power that is applied in various visual communication media by processing graphic design elements consisting of images (illustrations), letters, colors, compositions and layouts. Everything is done in order to convey the message visually, audio, and audio-visual to the intended target. One of the digital companies engaged in graphic design in the creative industry is Seven Inc. which started as a men's fashion/apparel business. With our e-commerce system, we provide convenience and comfort for customers in buying products without having to search in stores. Seven Inc (previously named Twelve Inc) was founded in Yogyakarta in 2012 by Rekarior DS, growing from a home-based online business, until now has to become one of the most trusted digital companies in Indonesia with fashion brands: Crows Denim, Alphawear, and Grenade Clothing

Keywords: Creative Industry, Graphic Design, Visual Communication Design.