

ABSTRACT

Practical work is a lecture activity that helps students to gain knowledge in the real world of work. By participating in practical work activities, students get a variety of new experiences related to the work system in accordance with their field. The author carried out practical work for three months at a company called SEVEN INC located in Yogyakarta. In this practical work, the author was assigned the task of handling graphic design matters related to the interests of the company with the main task of designing social media displays such as Instagram feeds and Instagram stories of internships in Yogyakarta. In this practical work report, the author describes the company profile, design problems, to the discussion of the results of the display design that has been made.

From this practical work experience, the author can conclude that practical work is very useful for students as a provision to enter the world of work and also adds to various experiences and relationships.