

## **Abstract**

This report focuses on practical work activities carried out at PT. Image Design Node. The purpose of practical work is for students to understand and get as much experience as possible with the real work environment so that they are able to provide feedback in the form of scientific developments in it. The results of practical work are that they can add insight into the digital world, especially as a graphic designer which is not obtained during the lecture process, and can improve abilities and can apply the knowledge learned during Visual Communication Design Education. Through practical work, you can train a designer to understand various types of client characters and how to deal with them can create problem solving for the problems they face.

Keywords: Practical work, Visual Communication Design, PT. Simpul Reka Citra