

## ABSTRACT

Practical work is an activity during lectures that supports students in learning to enter the real world of work. In the implementation of practical work, it can be carried out in various companies that need Graphic Design workers for their business needs. PT Yogyakarta Tugu Televisi (Jogja TV) itself is the first private local TV company in Yogyakarta. Jogja Tv is a company engaged in the creative industry.

In this practical work report, the authors would like to share their experiences during practical work. What is obtained and found in this practical work. From the results of this experience, the author can conclude that this practical work is very beneficial for students, especially students who are ready to enter the world of work. Various knowledge and interesting experiences can be obtained from this practical work.

**Keyword :** *Graphic Design, Visual Communication Design, PT Yogyakarta Tugu Televisi (Jogja TV)*