

DAFTAR PUSTAKA

Bordwell, D., & Thompson, K. (2008). *Film art: An introduction*. McGraw-Hill Higher Education.

Larung, A (2021, Juli 26). *Apa itu creative agency? Pengertian dan fungsinya*. Kucing Sendawa.

<https://kucingsendawa.com/bisnis/apa-itu-creative-agency-pengertian-dan-fungsinya>

A large, light blue watermark logo of Universitas Multimedia Nusantara (UMMN) is centered on the page. It features a stylized 'U' and 'M' with a grid of squares inside, and the letters 'U', 'M', 'M', 'N' in a bold, rounded font.

UMMN

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A