

**DESIGNING KEY VISUAL FOR PIXY IN OU CREATIVE**



**INTERNSHIP REPORT**

**Benedicta Sari Vita Suwanto**

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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM**

**ART AND DESIGN FACULTY**

**MULTIMEDIA NUSANTARA UNIVERSITY**

**TANGERANG**

**2024**

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MULTIMEDIA  
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Study Programme : Visual Communication Design  
Education Level : Bachelor Degree

Internship Report with title:

### DESIGNING KEY VISUAL FOR PIXY IN OU CREATIVE

Is an original creation, not a form of plagiarism from existing scientific works. I have appropriately acknowledged all sources, both through direct quotations and proper references, which are included in the Bibliography.

If, at any point in the future, any form of misconduct or deviations in either the execution or composition of this internship report, I am prepared to face the consequences, including the possibility of receiving a “NOT PASSED” verdict for the Internship that I have undertaken.

Tangerang, 5 June 2024



*Benedicta*

Benedicta Sari Vita Suwanto

## ACKNOWLEDGEMENTS

Internship Report with title

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By

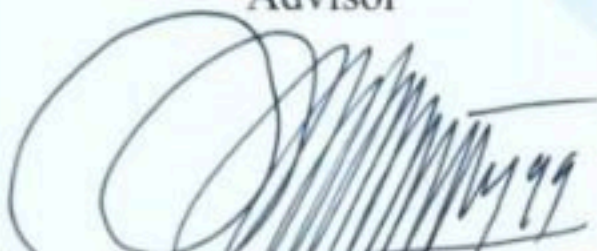
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Starting at 13.30 until 14.00 and was officially deemed  
PASS

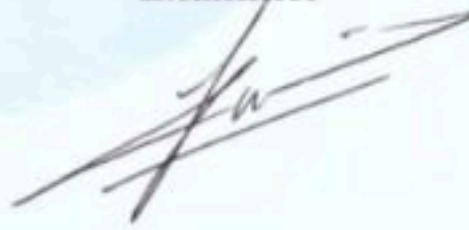
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Advisor



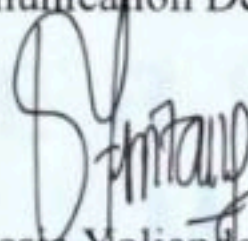
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## **APPROVAL PAGE FOR PUBLICATION OF SCIENTIFIC WORKS FOR ACADEMIC INTERESTS**

As an academic member Multimedia Nusantara University, I am the individual signing below:

Name : Benedicta Sari Vita Suwanto  
Student ID Number : 00000032656  
Study Programme : Visual Communication Design  
Faculty : Art dan Design  
Work Type : Internship Program

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Tangerang, 5 June 2024

The Declarer,



Benedicta Sari Vita Suwanto

## FOREWORD

Gratitude and admiration the author pray to the Divine for His mercy and grace, which facilitated the author's journey through the internship process and enabled the completion of the Internship Report titled **DESIGNING KEY VISUAL FOR PIXY IN OU CREATIVE**.

The author believes that, particularly for individuals with creative inclination pursuing careers in graphic design with the field of Visual Communication Design, the opportunity to undertake an internship is immensely valuable and should not be overlooked especially by the final year university student. An internship offers the opportunity to directly engage in a real-work setting, immersing oneself in the environment and gaining substantial knowledge. Additionally, completing an internship can facilitate the development of a portfolio, build good relationship with the peers, expand one's professional network within the studio, and deepen understanding of the operational dynamics with the field.

Moreover, the design showcased through the author's internship encounter and within this Internship Report aims to provide insight for students and readers into the workings of design agencies.

Mengucapkan terima kasih

1. Dr. Ninok Leksono, M.A., as Chancellor of Multimedia Nusantara University.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as Dean of Art and Design Faculty of Multimedia Nusantara University.
3. Ou Creative serves as the author's selected internship destination.
4. Felicia Setiawan, as the Field Supervisor, has offered support, guidance, and encouragement throughout the completion of this internship report.
5. Fonita Theresia Yoliando, S.Ds., M.A., as Head of Visual Communication Design Study Programme of Multimedia Nusantara University.
6. Ardiles Akuywen, M.Sn, fulfills the role of the Study Program Internship Coordinator.



7. Aditya Satyagraha, S.Sn., M.Ds., as advisor who has helped through counseling consultation and provided detailed instruction for the completion of this Internship Report.
8. Author's family, with special mention of author's father and brother, has offered both financial and moral assistance, enabling the author to finish this Internship and Internship Report.
9. Friends within my guidance group from Multimedia Nusantara University who have offered encouragement, support, and relevant information throughout the report completion and internship process.

With this academic endeavor, the author anticipates that despite its imperfections, this report may contain some deficiencies. The author remains receptive to all criticisms and suggestions regarding its content. Thus, the author's aspiration is for this report to serve as a beneficial resource for fellow students in need.

Tangerang, 5 June 2024



Benedicta Sari Vita Suwanto

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## **PERANCANGAN KEY VISUAL UNTUK PIXY DALAM OU CREATIVE**

Benedicta Sari Vita Suwanto

### **ABSTRAK (Bahasa Indonesia)**

*Ou Creative yang merupakan agensi kreatif dengan penggabungan antara agensi kreatif tradisional dengan kemampuan serta kreativitas studio desain yang meliputi berbagai bidang multidisiplin desain grafis. Penulis memilih untuk melaksanakan magang di Ou Creative (PT. Matahari Terbit Kreatif) sebagai Graphic Design Intern yang disupervisi oleh Felicia Setiawan, sebagai Senior Designer dengan tujuan untuk memperdalam keilmuan dan kemampuan desain grafis yang sudah dipelajari serta pengaplikasiannya pada proyek-proyek di lingkungan kerja yang nyata dengan berbagai klien yang ditangani oleh Ou Creative. Kegiatan magang ini membantu penulis mengetahui cara kerja agensi kreatif, alur koordinasi brief perusahaan, sampai dengan lingkungan kerja didalamnya. Proses magang yang dilaksanakan oleh penulis dimulai dari tanggal 12 Februari 2024 dan berakhir pada 12 Juni 2024, jam kerja magang berlangsung dari pukul 09.00 hingga 18.00 WIB, setiap hari Senin sampai Jumat. Jam kerja penulis tidak selalu selesai pada pukul 18.00, dapat lebih dari ketentuan kontrak tergantung banyaknya pekerjaan pada hari tersebut.*

**Kata kunci:** *Proses, Magang, Ou Creative*



# DESIGNING KEY VISUAL FOR PIXY IN OU CREATIVE

Benedicta Sari Vita Suwanto

## ABSTRACT

Ou Creative is an agency that merges traditional creative agency practices with the innovative process of design studios across various multidisciplinary areas of graphic design. The author chose to carry out an internship at Ou Creative (PT. Matahari Terbit Kreatif) as a Graphic Design Intern supervised by Felicia Setiawan, as a Senior Designer with the primary aim of this internship is to not only deepen the author's existing knowledge and skills in graphic design but also to actively apply them to real-world projects catering to the diverse clientele serviced by Ou Creative. Through this immersive experience, the author delves deep into the inner workings of creative agencies, gaining invaluable insights into the intricacies of coordinating company briefs and navigating the dynamic nuances of the workplace environment. Commencing on February 12, 2024, and concluding on June 12, 2024, the internship spans from 09:00 to 18:00, Monday to Friday. However, the author's work hours often extend beyond the stipulated time, contingent upon the workload of the day.

**Keywords:** Internship, Process, Ou Creative

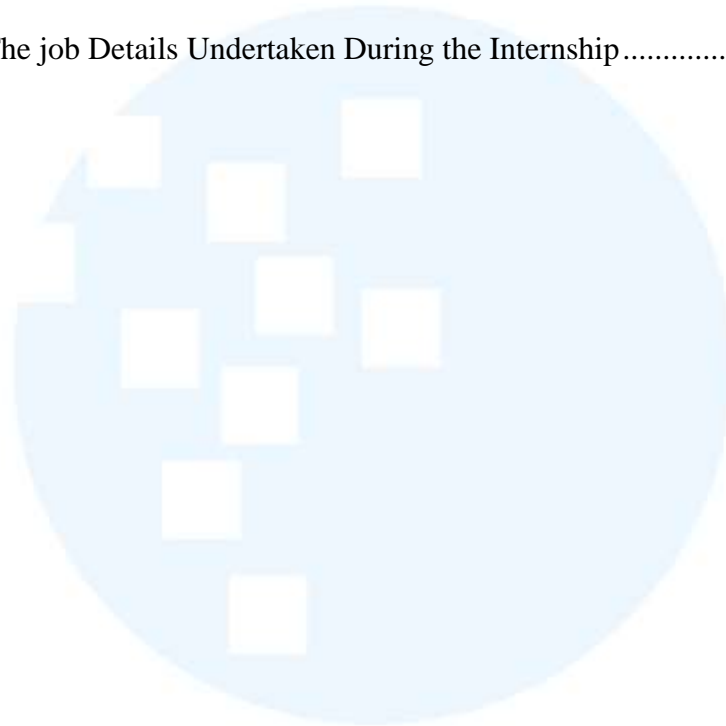
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