

ABSTRACT

PERANCANGAN DAN IMPLEMENTASI VISUAL BRANDING DENGAN MENGGUNAKAN PHOTOSHOP DAN ILLUSTRATOR PADA PT MAS SRI JAYA

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Technological developments in the present era make it easier for us to spread widely information services / products with promotional media. PT Mas Sri Jaya is a company engaged in production which was founded in 2014 wanting to utilize existing technology to disseminate company information. Therefore, the author provides a solution to PT Mas Sri Jaya in designing Visual Branding to make it a media campaign. Visual Branding is created using Adobe Photoshop and Adobe Illustrator. Visual Branding has been edited to be printed in a flat field that has been successfully spread widely to the general public.

Keywords: Production Company, Visual Branding, Adobe Photoshop, Adobe Illustrator.