

Implementation of video editing and making poster designs as internship activities at PT Ampu Studio

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ABSTRACT

In the growing digital era, poster design and video editing have become two crucial aspects of visual communication. Poster design plays an important role in promoting events, products, or campaigns, while video editing allows for engaging content creation and reaching a wider audience. The use of visual media, such as videos and posters, has become an effective means of conveying messages and information. The creative approach in implementing these two media is the main focus because creativity plays a central role in producing attractive and effective visual works in communication. Challenges in facing this digital era include increasingly fierce competition, requiring unique and innovative creative approaches. The opportunities presented by digital technology are also important factors in creating more efficient and competitive designs and videos.

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INTRODUCTION

The role of the digital era in making poster designs and video editing has become a key element in advancing the creative industry and meeting increasingly dynamic market needs. The digital era has opened wide doors for companies to explore advanced technologies in visual media production, which has an impact on developing more efficient and effective creative strategies. [1]. In the digital era, poster design has undergone a significant transformation. Armed with the latest graphic design software and access to a variety of visual resources, it is possible to produce posters that attract attention and are effective in conveying the client's message. Creativity is the main key to combining design elements, typography, and images to create memorable and impactful posters. [2].

Communication is a basic human need. In addition, daily life certainly requires communication with the environment including parents, neighbors, friends, and relatives. Through communication, it can be conveyed to those around us what we want to convey. The need to communicate offline, even online. The development of information and communication technology that supports this is one of the solutions. WhatsApp, Line, Twitter, and Instagram are very popular means of communication in cyberspace for ordinary people [3].

The information and communication technology revolution has had a major impact on the creative industries, including in the production of visual media. Poster design and video editing are no longer limited to traditional tools but are now supported by sophisticated software and a variety of innovative technologies that expand the boundaries of creativity and production efficiency [4]. Advances in technology and internet connectivity have accelerated the distribution and accessibility of visual content. Posters and videos are now quickly and easily accessible to millions of people around the world, providing unlimited potential to convey messages and influence global audiences.

In the business sphere, poster design and video editing are powerful and effective marketing instruments, capable of strengthening the brand image and increasing the attractiveness of products or services [5]. However, while the digital age brings many opportunities, new challenges also arise. The increasingly fierce level of competition requires practitioners in this field to continuously hone their skills and knowledge. In this dynamic condition, creativity and adaptability are key factors to remain competitive and produce works that are relevant to market needs and tastes [2].

The digital era has also brought easier collaboration in the video editing process and making poster designs. Creative teams can now work together online, access projects from multiple locations, and contribute more efficiently [7]. With the advent of social media and video-sharing platforms such as YouTube and Instagram, visual content is now easier to find and share. Video editing and poster design creation have become important tools in building a personal or business brand [7].

The many online tutorials and learning resources available have made it easier for people to learn the skills of video editing and poster design creation. This encourages the growth of a large and mutually supportive creative community [5]. With more visual content being generated in the digital age, new challenges arise in differentiating oneself from the crowd. This encourages professionals in the field of video editing and poster design to continuously hone their skills and innovate in the creation of unique and original works [8]. The digital era has also opened up opportunities to monetize creative works. Many platforms offer partner and sponsorship programs for content creators who have managed to build a large following [5].

Based on the background above, the author provides information that the digital era has brought significant changes in the world of video editing and making poster

design. With easy access to state-of-the-art tools and software, anyone can explore their creativity and produce stunning visual masterpieces [9].

METHOD

In the author's method, it is arranged in the form of a fishbone to facilitate the flow of parts that are worked on during the research. The following is an overview of the flow of the research process carried out:

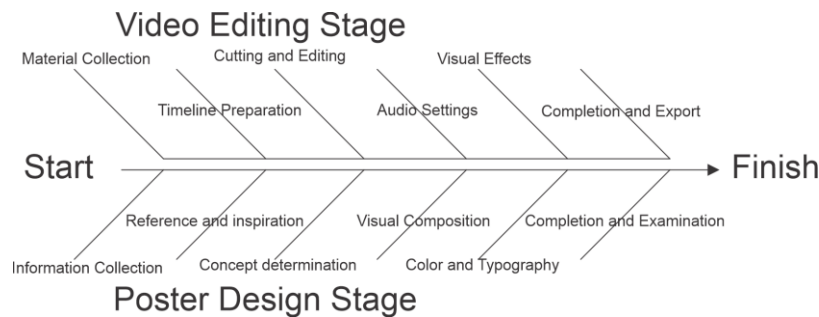


Figure 1, The research flow uses fishbone.

1. Research using descriptive methods of video editing and making poster designs aims to describe in detail the creative processes and tools used in this creative industry [10]. The descriptive method allows the researcher to get an in-depth description of the phenomenon being studied. By observing and describing in detail, we can understand important aspects of video editing practice and poster design. [9].
2. Material collection is the stage where materials are collected according to processing requirements [11]. These materials include looking for references for poster design and video editing and making design sketches by observing, imitating, and modifying (ATM). This phase can run parallel to the production phase. However, it is also possible that the material gathering phase and the production phase are linear, not parallel.
3. The manufacturing or production stage is the stage of producing all multimedia objects or materials. Poster making and video editing are made using applications such as Canva, Corel Draw, Photoshop, Adobe Premiere
4. Observation or Observation Stage. If possible, make direct observations or observations when professionals are practicing video editing or making poster designs. This will provide deeper insight into the creative process and the tools used.
5. Stage Description and Explanation. In this stage, describe in detail the practice of video editing and making poster designs based on the results of data analysis. Present findings using relevant examples.

RESULT

1. Concept
In the video editing process, the design concept refers to the big picture of the storyline, visual layout, color selection, style, and the overall theme of the video.

After the editing process is complete, the result is a video that matches the design concept that was planned beforehand.

In creating a poster design, the design concept describes the initial ideas of how the poster will look. After finishing the design, the result is a poster that reflects the prearranged design concept.

2. Material Collecting

Material gathering is an important preparatory stage before starting the video editing process and making poster designs. Make sure you have access to all necessary video clips, including sound recordings if needed. Also, make sure we have the necessary use rights or licenses to use the materials, especially if they are the work of someone else.

For a poster design, we need to find images and graphic elements that are relevant to the design concept. Make sure the images are of a high enough resolution to avoid poor quality when printed.

3. Production

The video editing process involves arranging clips, adding effects, transitions, and music, and arranging these elements to create a cohesive narrative. This process requires creativity and thoroughness to ensure the video is in accordance with the predetermined design concept.

In making poster designs, we will use graphic design software to arrange design elements in a visually attractive way. Make sure we follow the predefined design concepts to get results that are as expected. By having a strong design concept, well-organized materials, and appropriate editing skills, the end result of the video editing process and making poster designs will be more effective in conveying the message we want to convey to the target audience.

An example of making a Ramadan poster design for the 1444th Hijriyah using the Canva application as a platform for making designs. Canva is designed to make it easy for anyone, including those without a design background, to create graphic designs quickly and easily. This application provides various templates and design elements that can be adjusted to your needs, thereby speeding up the process.

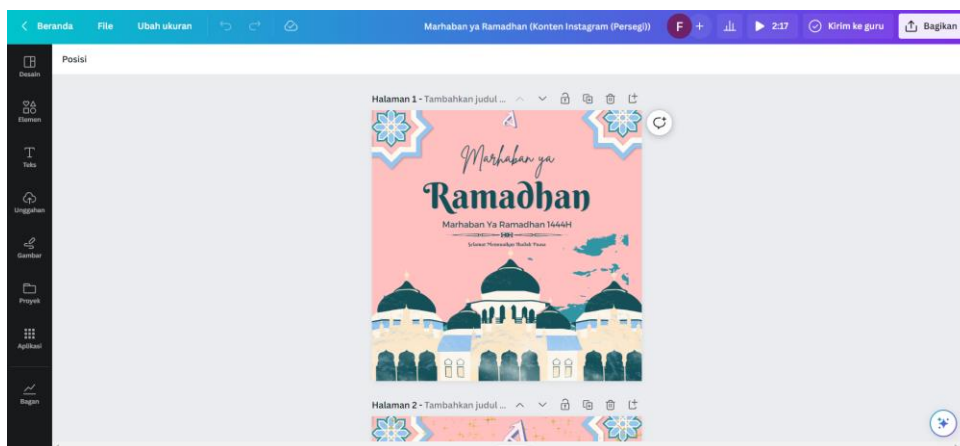


Figure 2, Making the 1444th Ramadan poster design Hijriyah

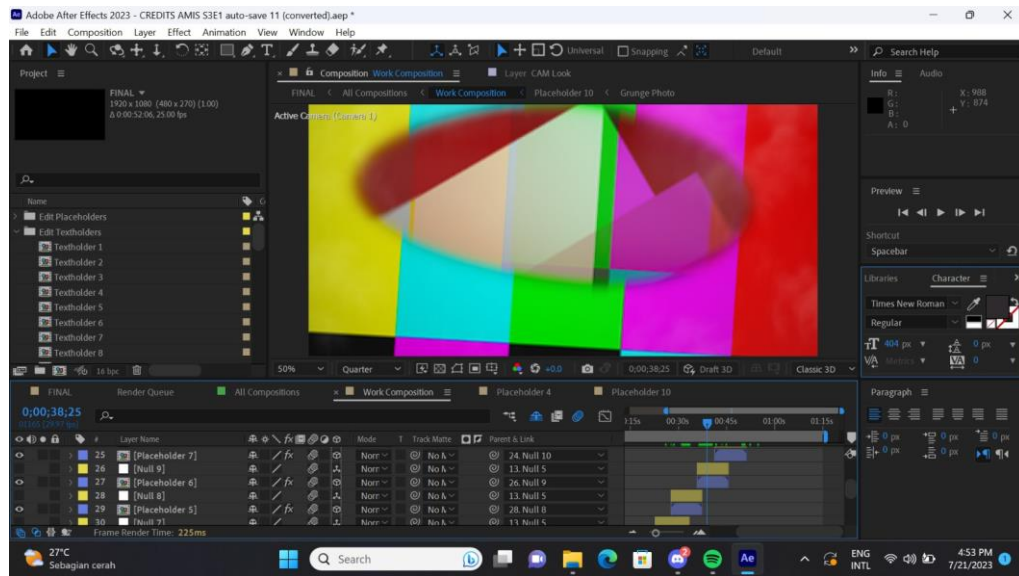


Figure 3, The process of editing the mystical area video

4. Result Description

This stage describes in detail the practice of video editing and making poster designs based on the results of data analysis. Present findings using relevant examples.

MARCH			
CONTENT IDEA / THEME	CATEGORY	MAIN IDEA	ADDITIONAL INFORMATION
Ramadhan 2023	Hot News	Ucapan Ramadhan	Ucapan selamat datang bulan Ramadhan
Menegjalkan tugas di Bulan Ramadhan	Rekomendasi	Rekomendasi jam yang tepat untuk mengerjakan tugas di bulan puasa	Jam - jam yang tepat untuk mengerjakan tugas di bulan Ramadhan
semangat di Bulan Ramadhan	Quotes	Motivasi agar tetap semangat mengerjakan tugas di Bulan Ramadhan	Kata - kata penyemangat mengerjakan tugas saat berpuasa
Kuat Berpuasa	Tips & Tricks	Produktif kullas saat ramadhan	Tips Produktif Kullas saat Bulan Puasa
Ramadhan & anak kos	Meme	Anak kos ketika di Bulan Ramadhan	Meme tentang anak kos yang ingin bangun sahur
Yang membatalkan puasa	FYI	kaum sunnis dan shiites	Penjelasan waktu berbuka
Ngabuburit dan anak IT	Starterpack	Starterpack ngabuburit ala anak IT	seperli Laptop, HP, Charger dll
Tebak Gambar	Game	Tebak Gambar yang berhubungan dengan Bulan Ramadhan	Menebak gambar yang disediakan
Nyepi	Harl Besar	Ucapan Selamat Nyepi	Ucapan Selamat Nyepi ke 1945

Figure 4, Example of data and explanation of content to be made in March



Figure 5, An example of a poster design according to the requested data and explanation of the content

CONCLUTIONS

The conclusion from the research above with the title "Implementation of video editing and making poster designs as an internship activity at PT Ampu Studio" is that both video editing and making poster designs require a strong design concept, careful collection of materials, and technical skills in the manufacturing process. By following the right steps and understanding your target audience, you can create a more effective end result and successfully convey your message. Creativity, rigor, and understanding of design elements are the keys to producing interesting and memorable multimedia content.

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