

Following Technological Developments, Inkubiz LPPM UPNVJ Holds Training on Making Logos with Adobe Illustrator Applications

Tuesday, 12 July 2022 09:40 WIB

The poster is green with a yellow starburst at the top center that says "OPEN FOR PUBLIC". Below it, the text "Discover ways to design logo and social media content" is centered. A circular graphic of a person's head with colorful, abstract patterns is below the text. At the bottom left, it says "@ Lab Komputer Terpadu UPN Veteran Jakarta Jl. RS Fatmawati, Pd. Labu, Jaksel". At the bottom right, it says "Limited Seat!" and "09:00 - 14:00 Mon, 11 July 22". Below the main text, there are three columns of information: "Investment Fee: IDR 50.000,- Include SKPI / Certificate", "Trainer: Ikhsan Praditya CEO Burgoos Design Studio www.burgoostudio.co.id", and "Registration: 0857-7059-7505 (Fira) bit.ly/pelatihaninkubiz www.inkubiz.upnvj.ac.id". At the very bottom, there are social media handles and a website link: "@lppmupnvj", "lppm@upnvj.ac.id", "LPPM UPN Veteran Jakarta", and "https://lp2m.upnvj.ac.id".

HumasUPNVJ - Jakarta, (11/7/2022), The era of digitalization now demands every generation to keep up with technological developments. As well as making designs that are often needed as a digital communication medium.

Referring to this, LPPM initiated a training to create designs and logos using the Adobe Illustrator application. The training with the theme "Discover Ways to Design Logo and Social Media Content" was filled by the CEO of Burgoos Design Studio, Ikhsan Praditya.

The training event was held at the Integrated Computer Lab, UPN Veteran Jakarta. The total participants who attended this event amounted to 24 participants which included lecturers and students from various universities in Jakarta.

Each training participant is provided with a computer facility with Adobe Illustrator installed. Thus, participants can easily participate in the training which lasts until 14.00 WIB.

The design training was held in two sessions, namely a material session and a practical session. In the material session, participants will be guided to create a logo design through the Adobe Illustrator application.

Burgoos Design Studio has also provided three members to assist participants in creating logo designs. Then in the second session, participants made a logo design for their own business based on the design material from the first session.

As the organizer, LPPM made this training aimed at helping tenants from the Business Incubator (Inkubiz) in developing their business. Especially in the field of design which is useful for making logos and other digital communication purposes.

LPPM also hopes that this training can improve design skills for students and lecturers from these universities.

"The purpose of this training was first to help the tenants of UPN Veteran Jakarta's business incubator (Inkubis) in developing their business. In addition, we also want to help students and lecturers improve their abilities in the field of design," said Inkubiz Manager, Lukman Saleh Waluyo, S.I.Kom., M.Sc.

