

TASK DETAILS	
Title	<b>DESIGNING PROMOTION MATERIAL</b>
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	IT & DESIGN
Duration	RECURRING
LEARNING OBJECTIVE	
<ul style="list-style-type: none"> <li><b>Analyze</b> promotional design needs through discussion with the Marketing Department.</li> <li><b>Create</b> promotional materials using appropriate design software.</li> <li><b>Evaluate</b> the effectiveness of promotional materials through feedback from other employees.</li> </ul>	Promotional Activity Plan

## INTRODUCTION

The design of business documents is important because it represents the company. The displayed design should align with the company's unique identity and the theme the company wants to convey.

No	AKTIFITAS
1	<p><b>Design Brief Discussion</b></p> <p>Chiefs and department members hold a discussion with the Marketing Department to conduct a design brief based on the promotional activity planning document. Discussion topics may include:</p> <ul style="list-style-type: none"> <li>○ What information should be displayed in the promotional material. Ensure that essential information is included, such as product name and images, price, specifications, etc.</li> <li>○ Dominant colors in the content.</li> <li>○ Desired theme/vibe of the final visuals.</li> </ul>
2	<p><b>Creating the Promotional Materials</b></p> <ul style="list-style-type: none"> <li>• Design the promotional materials using software you are proficient in, such as MS Word, MS Publisher, or more advanced tools like CorelDRAW, Adobe Photoshop, Adobe InDesign, or Canva.</li> <li>• You may need several days to complete the design.</li> <li>• Once finalized, convert the promotional materials into PDF format.</li> </ul>

4	<p><b>Effectiveness Testing</b></p> <p>To test the effectiveness of the created promotional materials, ask employees from other departments to review them using the following guiding questions:</p> <ul style="list-style-type: none"><li>○ Is the design engaging enough?</li><li>○ Is the design consistency maintained across all pages?</li><li>○ Is the main information intended for consumers communicated effectively?</li><li>○ Is the company's detailed information clear enough?</li></ul> <p>Conduct this evaluation every time promotional materials are planned for release on social media or in print.</p>
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## REFERENSI

## FORMAT TUGAS

Promotion Plan – [LINK](#)