

**ABSTRACT**

**PROTOTYPE DESIGN OF MOBILE APP “CREAFIK” AS  
WORKS PUBLICATION MEDIUM FOR SCHOOL OF  
CREATIVE INDUSTRIES STUDENT OF  
TELKOM UNIVERSITY**

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*Telkom University is one of the campuses in the city of Bandung, and School of Creative Industries is one of the faculty in Telkom University which includes art and design. There are various types of artwork and designs that have been produced by students of FIK Telkom University, but the artwork and design cannot last long, some students leave their work abandoned. This happened because there was no media for publication of digital media-based works within FIK Telkom University that could be accessed freely. The purpose of this design is to present media for publication of works for FIK Telkom University students as a medium that can accommodate the needs of lecturers and students in Research and Community Service activities. In the design process, data were collected through observation, interviews, questionnaires and literature studies, while the data analysis method used was a comparison matrix. The media design as a solution to the problem is in the form of a mobile application platform, for FIK this application is a digital FIK database that will make it easier to bridge the needs of lecturers with students.*

**Keywords:** *Media, Expression, Art Student, Design Student, Application, Mobile*