

ABSTRACT

In the competitive era of globalization, the quality and competence of individuals in the workforce have become crucial factors in the competition. High-quality Human Resources (HR) play a central role in the success of industries. Therefore, the strategic role of the public relations field is highly important in driving institutional development. Efficient data management and transparency in information are vital determinants, especially with the increasing demand from the public for easier access to information. In this context, interactive platforms like Instagram have a significant role in disseminating information to the public.

Graphic design holds a primary role in depicting information through captivating and representative images. The concept of a Key Visual, as a powerful and attention-grabbing visual representation, plays a role in communicating the message, values, or identity of a brand, event, or campaign. One popular software tool in graphic design is Adobe Photoshop, which is capable of creating various visual elements such as logos, brochures, and other designs..

Keywords: Graphic design, Key Visual, Photoshop