

ABSTRACT

In this final project, Tasikmalaya City's Department of Communication and Informatics created 2D designs in the form of infographics. Instagram and X are two social media platforms that Tasikmalaya City's Department of Communication and Informatics uses to connect, communicate, and provide information to the local population. Infographics, or two-dimensional designs with information from a variety of sectors, are the usual type of content shared on social networking platforms like Instagram and X. Themes including history, cuisine, travel, and helpful hints for the local population might all be included in this information. According to Tasikmalaya City's Department of Communication and Informatics process, the content is developed through a number of steps, including task assignment, information collecting, infographic content development, modifications, and assessments. Canva, a graphic design program, was utilized to create the artwork for this project. During the internship at Tasikmalaya City's Department of Communication and Informatics, 241 2D infographic graphics were created for 97 posts that were intended to be published on Instagram and X social media.

Keywords: 2D designs, X, Instagram