

ABSTRACT

The main objective of this project is to produce multimedia content in the form of behind-the-scenes photos and videos, showcased on the Instagram platform of HTS Creative. This content is designed to convey clear and engaging information about the behind-the-scenes process of client video production, utilizing Adobe Illustrator and Canva to create graphic design posters. The work process is based on the Design Thinking methodology to achieve this objective. The creation of visual content begins with the selection of appealing photos, followed by the development of visual content designs for Instagram Feeds and Reels backgrounds using Adobe Illustrator, as well as graphic design using Canva. This project successfully delivers engaging content that highlights the uniqueness of the production process, aiming to provide the audience with insights into the creative process behind client video production.

Keywords: Content Multimedia, Adobe Illustator, Canva, Instagram.