

ABSTRACT

Camera Bag Design For Freelance Videographers

Oleh:

Restu Abiyyu
NIM: 1602204074

**Product Design Department, School of Industry Creative,
Telkom University, Bandung, 40257, Indonesia**

E-mail: restuabiyyu@student.telkomuniversity.ac.id

In the digital era, videos have become one of the most shared types of content, supported by the development of social media such as TikTok, Instagram and YouTube. Videos have more appeal than text or images, making them an important tool in digital marketing. The videographer profession is growing to meet this need. videographers need a variety of supporting equipment, such as cameras, lenses, drones and laptops, and work in various locations that require high mobility. However, there are issues regarding the efficiency of storing and transporting equipment, with videographers often having to use two separate bags. Camera bags on the market generally do not fully meet the needs of videographers because they only focus on basic functions. This research aims to design a multifunctional camera bag that is able to meet the specific needs of videographers. The design focus is on efficient compartment layout, and the ability to optimally support the videographer's professional activities. In designing this camera bag, qualitative research methods were used and the design method used was UCD (user centered design). From the results of this research, a camera bag is designed to suit the needs of freelance videographers.

Keywords: Efficient, Freelance Videographer, Camera Bags