**ABSTRAK**

Penulis melakukan kerja praktek di PT. Warna Warni Media, terhitung mulai tanggal 19 Maret 2012 selama kurang lebih dua bulan. Di sana, penulis ditempatkan di bagian visual desain grafis HRD (Human Resources Departement), yang bertugas menangani perancangan desain umum perusahaan.

Pada saat kerja praktek, penulis diberi tugas membuat *creative map* sebagai media informasi bagi klien untuk melihat lokasi penempatan media iklan *outdoor*, dalam kasus ini adalah JPO LED (megatron). Selain itu, creative map berfungsi supaya map yang akan diperlihatkan kepada klien terlihat lebih menarik dan informatif.

***ABSTRACT***

*Writer practice work in PT. Warna Warni Media, start to March 19th 2012 as long as two month. In there, writer was located in visual graphic design HRD (Human Resources Departement), which was assigned to handle plan general design of company.*

*When practice work, the writer is given assignment creat creative map as information media to customer for look at site locating out door advertisement media, in this case is JPO LED (megatron). Besides that, creative map works in order map which will shown to customer seen more interesting and informative.*