ABSTRACT

PT Caladi 59 is a limited liability company. PT C59 produces a variety of apparel from t-shirts, jackets, sweaters, hats, pants, purses, bags, knick knacks and other C59.

This practices work as a medium of learning the extent to which to apply the knowledge and capabilities already possessed of lectures in the field of design in general and in the field of Visual Communication Design in particular for application in the company work in the form of promotional brochures.Apply practices work of PT Caladi 59 is Brochure Factory Visit PT C59 is used as a means of promotion for consumers (Children kindergarten, elementary school, junior high school students, high school students, students and General) of the information package tourists, and the further introduction of the PT C59 and expected to visit the factory PT C59.Brochure design created to attract the attention of the consumer

Practices role as a designer designs should be responsible for the work that has been made so as not to change the characteristics of the company itself and must comply with the concept of PT CALADI 59.