CHAPTER II

THE BUSSINESS OF MIRACLE OF DESIGN

2.1 The General Description of Miracle of Design

Description of Venture

Miracle of Design is a company that we built to fulfill job training in 7th semester in English Department of Indonesia University of Computer. We run the business in field of copywriting; we make a logo and a tagline that will be offered to the some companies.

Logo and tagline, which are parts of a company, are believed to be so important to identify products or companies. It can be convey the benefit and the image of the product or service, so the companies have to own them.

Ibelievethis businessisprospective, because it is just afew peoplewhoworkin this field, besidethis business does notrequirelarge capital; it only needs the imagination in designand creativity, wecando it, and certainly many profits will be gained by working in this business.

2.2 Job Position

The present writer's job position in this business is a design manager and a manager of production with main responsibility in making a logo and tagline.

2.3 Coordination

Executing the project, the present writer manages coordination with the clients. Discussing to the client's core message and target audience, writing and presenting a few options to clients, and modifying copy until the client is satisfied, are parts of the present writer's responsibilities.

2.4 Responsibilities

As the design manager and manager of production, the present writer has responsibility to make a logo and tagline that should be unique and simple, and certainly to promote a company brand and to build brand identity. Then, the present writer has responsibility to create a logo and tagline that will produce and overseeing the production phase.