

PELATIHAN PEMBUATAN DESAIN GRAFIS UNTUK PROMOSI PRODUK KRIYA BAGI GURU SMKN 5 YOGYAKARTA

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ABSTRACT

In an effort to support public services for BLUD SMKs, SMKs were formed to provide services to the community in the form of providing goods and/or services that are sold with the principles of efficiency and productivity without prioritizing profit. Improving and maximizing the competence of special skills in mastering the soft skills of using Green Screen and maximizing digital editing with the Photoshop program on photos of craft products as promotion has a very important role for teachers to improve student competence.

In this case the target audience are art and culture subject teachers at SMKN 5 Yogyakarta, especially Craft Teachers who teach Metal Craft, Wood Craft and Batik Craft lessons who have not maximized the competence of special skills in mastering the soft skills of using Green Screen and digital editing with Photoshop program on photos of craft products as promotion of craft products in supporting BLUD Vocational Schools

The results of this training are increasing the ability of teachers at SMKN 5 Yogyakarta in terms of using graphic design for the promotion of craft products and mastering the soft skills of using Green Screen and maximizing digital editing with the Photoshop program on photos of craft products. This is evidenced by the success of making printed designs and digital catalogs of craft products as promotional media.

Kata Kunci: *Training, Graphic Design, Promotion of Craft Products*