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School Branding Design Training : Logos, Banners , and Digital Presentation Templates For Student SMK Negeri 3 Kayuagung

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ABSTRACT

Background: Graphic design is skills important in the digital era, especially in context build and strengthen visual identity of a institutions , including institution education . The school's visual identity — such as logos, banners , and presentation templates — plays a role in emphasize character , vision , and image institutions in the eyes public . Therefore that , understanding and skills in field design graphic become need strategic for students , especially in schools Intermediate Vocational (SMK) which is oriented towards mastery skill practical . Activities training This implemented as form contribution real through community service programs to society , with objective main equip student with skills design relevant and impactful graphics direct to identity school .
Contribution: Method applied training is approach participatory and practical directly (learning by doing). During activities , students in a way active involved start from understanding base about draft design , exploration school visual identity , to the creation process work design use device soft graphic approach This selected so that students No only understand theory , but also has experience concrete in apply principles design in a way contextual
Method: Method applied training is approach participatory and practical directly (learning by doing). During activities , students in a way active involved start from understanding base about draft design , exploration school visual identity , to the creation process work design use device soft graphic approach This selected so that students No only understand theory , but also has experience concrete in apply principles design in a way contextual
Results: Training results show that student capable produce work creative , functional , and representative digital design to identity school . Products The resulting designs — such as logos, banners ,and presentation templates — can be direct used in various activity school . Besides achievements technical , activities this also proves existence improvement motivation , creativity , and caring student to development visual image of the school they.
Conclusion: This training successfully improved participants' digital competencies, strengthened the school administration

digitalization process, and built a more efficient and collaborative work culture within the Sjakhyakirti Vocational School environment.

INTRODUCTION

In the era of globalization and development technology increasing information fast , ability For manage and display image institution in a way professional become very important things , including in the environment education . School branding No only question visual appearance , but also reflects values , vision , mission , and identity distinctive features One school from others [10] [19]. In context these elements such as school logos , designs banner activities , and digital presentation templates become part important in forming and strengthening identity mentioned [10].

However so , no all school own source Power or power design capable professionals handle optimal visual branding needs . In fact , schools as institution education is also necessary come on stage attractive and professional in the eyes society , good in a way physique as well as in the digital realm .

SMK Negeri 3 Kayuagung as school vocational education that has students talented in the field technology and visual creativity have potential big For developing school branding in a way independent [4]. One of the step concrete For realize matter the is with stage training branding design for students , especially those who have interest and competence in the field design graphics and multimedia [1].

Training This aim For equip student with knowledge and skills base in designing school branding elements such as logos, banners , and digital presentation templates . In addition as receptacle improvement ability technical , training this also becomes means development character creative , responsible responsibility , and a sense of belonging to institutions school .

Besides give benefit direct for students , training this is also expected can give contribution real for school in increase image and professionalism through consistent , attractive , and representative visual display . Activities this also becomes form real synergy between classroom learning and real -world application , as well as become form devotion and contribution student to progress school they Alone .

METHODOLOGY

Training This implemented with use approach participatory and based practice directly (*learning by doing*), so that students No only understand concept , but also has skills real in designing visual elements of school branding . The learning by doing approach has proven effective in increase understanding conceptual at a time skills technical in context education vocational [1][4][21]. Methodology implementation activity This covers a number of stages following :

1. Preparation

   At the stage This done coordination with party school with communication beginning d against head schools , accompanying teachers , and other parties related For discuss objective training , schedule , and participants who will involved.and to be continued selection and determination Participants , Selected Students is those who come from from relevant majors (such as Multimedia, DKV, or ICT), or own interest and talent in field design graphics . To be continued compilation module training , team implementer compile appropriate material with needs and capabilities students , including theory base design

graphics , school branding concepts , techniques logo creation , banners , and digital presentation templates

2. Implementation Training
   At the stage Session Theory and Introduction Material Delivery material in a way interactive through presentation and discussion about principles design , school visual identity , and examples good branding design . And done practice direct participant do practice direct use device soft design such as Canva, Adobe Illustrator, CorelDRAW, or application other appropriate designs . The resulting output covering school logo design , design banner activity school and digital presentation templates that can used by teachers/ students . As well as mentoring Intensive Participant guided in a way directly by the team coach moment do project design . Guidance done in a way technical and aesthetic .
3. Presentation and Feed Come back
   At the stage This every group or individual presenting results his work and continued evaluation based on aspect aesthetics , branding consistency , and functionality and provided suggestions and input For revision works that have been made .
4. Finalization and Documentation Work
   At the stage This results end collected in digital format and submitted to party school and some design choice used in a way official by the school For internal and external needs external .
5. Evaluation and Action Carry on
   At the stage This done evaluation activity together participants and accompanying teachers as well as push school For form team internal design involving student For need design school to front .

RESULTS AND DISCUSSION

1. Activity Results

Training conducted for 1 day This succeed held with participation active from the students . Activities This designed No only For give knowledge theoretical , but also skills practical that can direct applied . The results obtained from activity This among others:

a. *Pre-test* and *Post-test* Devotion
   For measure effectiveness training , carried out *pre-test* before activity start and *post-test* after training ended . Analysis results show existence improvement significant in understanding student related branding and design concepts graphic . Average *post-test score* experience increase compared to *pre-test* , which indicates that material presented succeed understood and absorbed with well by the participants . Improvement shown in chart following :

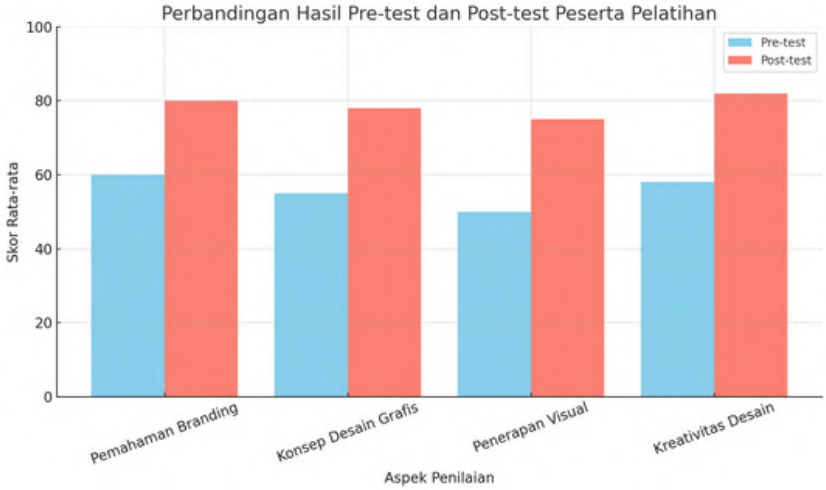

Figure 1 Chart comparison results *pre-test* and *post-test* participant training

b. Improvement understanding branding and design concepts graphic
   Participant show improvement understanding to draft base design graphics , visual elements , and the importance of branding in Educational institutions [17] [18]. This seen from ability they explain repeat material and apply it in task practice .
c. Participants' Design Work Results A number of work design succeed created by participants training , including :
   1. School Logo Design : Students succeed designing a number of alternative logo that represents vision and mission school . Some logos show creativity tall with still guard element identity school like colors , symbols , and meanings local .
   2. Banner Activity School : Students make design banner For activity fictitious like competitions , seminars, or day big national . Design has appearance interesting , informative , and in tune with character school .
   3. Presentation Templates : Powerpoint /Google Slides templates are successful designed with a professional layout that can used by teachers and students in activity presentation academic both academic and non- academic .
d. Exhibition and Evaluation Work
   Works participant presented before team trainers , accompanying teachers , and friends peers . This process give chance for student For get input as well as increase confidence self they in show off results his work .
e. Documentation and Submission of Results
   All design participant documented in digital form . Some results best has handed over to party school and ready used For needs official schools , including in social media , boards information , as well as activity school other .

2. Discussion

Training This prove that Vocational school students , especially at SMK Negeri 3 Kayuagung , have potential big in field design graphics and can involved in a way direct in school branding development process . They No only become object education , but also can become subject active creative contribute .

Activity this also shows that method *learning by doing* is very effective For increase skills design graphics . With appropriate mentoring , students capable absorb material and direct apply it in form work real .

Besides skills technical , training This also has an impact on students' soft skill aspects , such as :

a. Ability Work in team
b. *Public speaking* (when presentation work)
c. Ability think creative and *problem solving*

In a way overall , activities training This walk with good and giving impact positive , good for student and school . It is hoped that to front activity similar can implemented in a way sustainable , even developed become an extracurricular program or work unit creative school [22].

3. Table

Table results the above activities serve *output* concrete produced during implementation training school branding design . Based on this data , training succeed involving as many as 30 students from major design visual communication (DKV) which follows series activity in a way active start from session theory , practice , to presentation results work . One of the achievements main from activity This is creation original and reflective school logo design values as well as identity of SMK Negeri 3 Kayuagung . From the total number said , three design best selected by the team trainers and accompanying teachers For considered as school visual identity in a way official .

Besides In addition , students also produced 15 designs. digital banners for various type activity school like competitions , seminars and commemorations day big . Designs This saved in digital format and can used When only by the party school as a ready template use .

Training It also produces 5 PowerPoint and Google Slides based digital presentation templates that can be used used in activity academic , both by teachers and students . This template designed with principle aesthetics and visual consistency that supports image professional school .

Table 1. Activity Results Table School Branding Design Training

No	Type Output	Description	Amount / Output	Information
1	School Logo Design	Work logo design that reflects identity and philosophy school	10 alternatives design	3 designs selected used by schools
2	Banner Design	Banner design For internal school activities (competitions , seminars, etc.)	15 designs banner activity	Used For documentation activity school
4	Participant Training	Student Multimedia & ICT majors who are participating training in a way active	30 participants	Accept modules , practices , and certificates
5	Documentation Activity	Visual documentation in the form of photos and videos during activity	1 package digital documentation	Submitted to party school
6	Certificate	Certificate For participants , committee , and resource persons	35 sheets	Shared at the end activity

4. Photo Activity

Documentation activity done in a way complete through photos and videos during training ongoing . All documentation and results work participant saved in One digital package submitted to party school as archives at a time form reporting . As form appreciation , certificate given to all over participants , committee and resource persons involved in activity this . This thing become proof participation at a time lighter motivation for student For Keep going develop self in field design graphics .

In a way overall , the results obtained show that activity training This No only give skills technical , but also produces work real that can direct utilized by schools . Activities this also

becomes form synergy between learning creative and contribution direct to environment school .

Figure 2. Opening Activity Training

Activity opened in a way official by representative from party school and team implementer . The participants were seen listen welcome with enthusiasm in the school hall , which has prepared For training .

Figure 3. Design Practice Using *Canva/Design Software*

Student follow session practice use device computer /laptop. They start make design each school logo based on directions resource persons and guides module training [12] [20].

Figure 4. Presentation of Work Results by Students

Representative group presenting results design they are in front other participants and resource persons . Activities this also becomes event practice trust self student in speaking in front of general .

CONCLUSION

School Branding Design Training with focus on creating logos, banners , and digital presentation templates for students of State Vocational School 3 Kayuagung has implemented with good and achieve planned objectives . Activities This give insight and skills practical to participant about importance visual identity in build image professional and empowered schools competitive .

Through material presented as well as practice direct during training , students get understanding about principles base design graphics , selection appropriate visual elements , as well use device soft design in a way effective . Work results participant show improvement creativity , ability technical , as well as awareness will the importance of branding as part from communication strategy school .

In a way general , training This give impact positive in development competence students in the field design graphic and expected can become step beginning For push innovation as well as independence in produce representative and professional visual materials in the environment school .

Acknowledgement

Praise we express our gratitude to presence Almighty God One on His mercy and grace so activity School Branding Design Training : Logos, Banners , and Digital Presentation Templates for students of State Vocational School 3 Kayuagung can implemented with good and smooth .

We convey appreciation and thanks greatest love to :

1. Head State Vocational School 3 Kayuagung , which has give support full to implementation activity This .
2. supervising teachers and committee implementer , above Work same and dedication in accompany student during the training process .
3. Speakers and resource persons , who have share knowledge and experience with full enthusiasm and professionalism .
4. All over participant training , above participation active , enthusiastic and passionate high learning during activity ongoing .

Hopefully training This give benefit real in increase competence and creativity students , as well as become step beginning in build strong visual culture in the environment school . Greetings accept we also convey our thanks to all the party that has contribute , good in a way direct and No directly , for success activity This .

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