

ANALYSIS OF THE EDUCATIONAL WORKSHEET DESIGN PROCESS IN THE GRAPHIC DESIGN DIVISION

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ABSTRACT

The growth of digital education has driven the need for effective visual learning media, one of which is educational *worksheet* for children. PT Inspirasi Mandiri Nusantara, a digital education company, develops *worksheet* internally through its Graphic Design division. However, the *worksheet* development process requires a structured workflow to maintain visual quality, design consistency, and production efficiency. This study aims to analyze the *worksheet* development process, the content provision service model, and the workflow within the Graphic Design division, from product submission to the Human Resources or Administration division. The study employed a descriptive qualitative approach using a case study method. Data collection techniques included direct observation, semi-structured interviews, and documentation analysis of *worksheet* designs. The results showed that the *worksheet* production process was carried out systematically in four stages: preparation, design using the Canva application, revision, and finalization. A clear content provision service model between the Graphic Design division and supporting divisions effectively increased work efficiency and minimize technical errors before publication. This study concluded that the integration of the creative design process with the company's internal service system is crucial for producing high-quality educational *worksheet* suitable for digital learning media.

Keywords: Canva, Digital Education, Educational Worksheet, Graphic Design

1. INTRODUCTION

The growth of digital education increasingly relies on visual media, which enhances students' understanding, motivation, and interest in learning, especially in the early stages of education. One commonly used medium is digital *worksheet*, which integrates visual and cognitive elements to help children understand the material independently. In the context of digital education, *worksheets* serve not only as practical tools but also as visual media that must be designed to be communicative, attractive, and tailored to the specific developmental needs of children [1], [2], [3]. PT Inspirasi Mandiri Nusantara is a digital education startup company that actively creates visual learning materials for children. One of the products developed is an educational *worksheet* designed by the Graphic Design division. This division is responsible for the entire process of creating the *worksheet*, starting from concept development and visual design using digital applications, through the review process, and finally handing over the final product to the HR and administration division for platform upload. However, in practice, this process still presents a number of challenges, such as establishing an efficient design flow, maintaining visual consistency of the *worksheet*, and coordinating internal teams during the final stages of content distribution. Many previous studies have shown that digital visual education media have a positive impact on learning effectiveness when designed systematically and according to students' needs [4],

[5]. The use of design apps like Canva have also been shown to improve the efficiency of creating educational media by providing flexible and easy-to-use visual templates for beginner teachers and designers [6], [7]. However, research detailing the internal workflows of the Graphic Design division to deliver *worksheet* within a digital learning startup environment is still relatively limited. Based on these conditions, this study aims to analyze the process of handling *worksheet* production in the Graphics Design division of PT Inspirasi Mandiri Nusantara, examine the service model of providing *worksheet* until they are submitted to the HR and Administration division, and evaluate the effectiveness of using the Canva application in supporting the production of educational *worksheet*. The novelty of this research lies in the comprehensive mapping of the *worksheet* design workflow that integrates the visual creative process with the internal service system of a digital education company.

2. LITERATURE REVIEW.

2.1. The Importance of Visual Media in Digital Education

The use of visual learning media, such as *worksheets*, can increase young children's motivation and interest in learning by integrating cognitive and aesthetic elements. *Worksheets* are not only practical tools; their design must also be aligned with child development and emphasize communicative design to effectively support independent learning. This research highlights the

importance of adopting a systematic visual approach in modern digital education [1].

2.2. The Role of Worksheet in Independent Learning

Digital *worksheets* have been shown to enhance student learning independence by providing an integrated activity structure, allowing students to explore material with less reliance on teachers. Appropriate design facilitates independent information processing, making it suitable for the dynamic digital learning environment. These findings align with the analysis of the design process in the Graphics Design division, which emphasizes visual consistency for effectiveness [2].

2.3. Canva Media Development in Learning

The Canva app enables the development of accessible digital learning materials, with templates that support novice designers produce high-quality educational content. This process includes customizing visuals for specific subjects, increasing relevance and appeal to students. Canva is highlighted as a key tool in the *worksheet* design stage, similar to this practical app [3].

3. METHODOLOGY

This study uses a descriptive qualitative case study method focusing on the *worksheet* production process in the Graphic Design division of PT Inspirasi Mandiri Nusantara. This approach was chosen to provide an in-depth understanding of workflows, roles across divisions, and the use of digital design applications in real-world work contexts.

3.1. Research Design

The research design was developed to describe the actual conditions of the *worksheet* production process without standardized procedures or experiments. This research focuses on mapping workflows, identifying the roles of each division, and assessing the use of the Canva platform as the primary design tool in the *worksheet* production.

3.2. Research Procedure

The research procedure includes:

- Direct observation, observing the process of making *worksheet* starting from receiving briefs, creating designs, to finalization.
- Semi-structured interviews conducted with members of the Graphic Design division and members of the Human Resource and Administration division to obtain data on the division of tasks and the content submission process.
- Documentation analysis, in the form of collecting sample *worksheet*, design templates, and revision results.

- Workflow analysis, to map production steps and identify potential bottlenecks and improvement opportunities.

3.3. Research Data The data used includes:

- Qualitative data, including interview results, observation notes, and workflow descriptions.
- Supporting data, including examples of *worksheet* that have been designed, completed and submitted to the HR and Administration division.

3.4. Testing and Evaluation

Testing included:

- Evaluate of design suitability, including readability, visual consistency, and alignment with children's learning objectives [8].
- Evaluation of workflows, to assess the time efficiency and coordination clarity between the Graphic Design division and the Human Resource and Administration division in the process of providing and uploading *worksheet*.

4. RESULTS AND DISCUSSION



Figure 1. *Worksheet* Workflow at the Graphics Design Division of PT Inspirasi Mandiri Nusantara

4.1. Preparation Stage for Worksheet Work

The observation results show that the process of making *worksheet* begins with the preparation phase, which plays a key role in determining the quality of the final product. During this phase, designers receive a brief that includes the *worksheet* objectives, target age group, and type of learning activity. This information is analyzed to ensure the design aligns with the child's learning profile and desired learning objectives. Next, designers collect visual references in the form of illustrations, colors, and child-friendly design styles. This preparation phase helps to minimize

errors during the design phase and reduces the need for multiple revisions, as recommended by research on the development of digital educational media [9].

4.2. Worksheet Design Process in the Design Graphics Division

The design stage is the core of the *worksheet* development process. In this stage, Canva is used as the primary tool for creating layouts, illustrations, and text elements. Canva was chosen for its ease of use, flexible templates, and ability to support educational visual design.

The designer creates the *worksheet* with several key aspects in mind:

- Exploring: Critical thinking to seek inspiration and unique new ideas.
- Redefining: Reframing design problems from a new perspective.
- Prototyping: Creating an initial model of the design for testing and refinement.
- Trendspotting: Observing the latest design trends.

Each *worksheet* is designed to be easy for children to understand, without the need for additional complicated explanations. This process shows that *worksheet* design focuses not only on aesthetics but also on educational functions. Systematic arrangement of visual elements enables children understand instructions and complete learning tasks more independently.

The results show that consistent use of templates can speed up the production process while maintaining the uniformity of the *worksheet* look, in line with previous research on the effectiveness of Canva as a learning design medium [4], [5], [10].

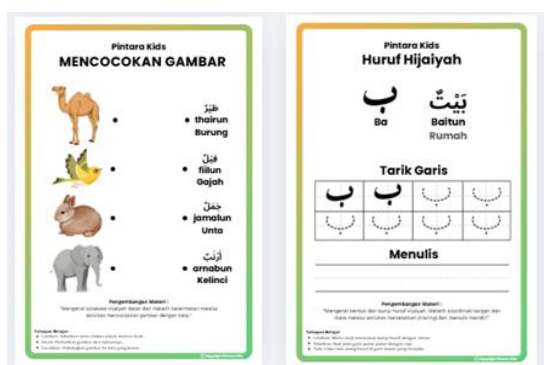


Figure 2. Educational Worksheet Design for children

4.3. Revision and Finalization Stage of the Worksheet

Once the initial design is complete, the *worksheet* proceeds to the revision and finalization stage. In this stage, the designer re-evaluates the entire content of the *worksheet*, including the

accuracy of the illustrations, the clarity of the instructions, and the visual consistency with the learning objectives. Revisions are usually made if differences in color, element size, or potential confusion are found in the instructions.

The revision stage serves as an internal quality control to ensure *worksheet* quality before publication. This process has been shown to reduce content errors and improve consistency between *worksheets*, as described in a study digital learning media evaluating [11].



Figure 3. Comparison of Worksheet Design Before and After Revision

4.4. Service Model for Provision and Submission of Worksheet

Once the *worksheet* is complete, the content is submitted to the Human Resource and Administration division. This handover marks the end of production by the Graphic Design division and the beginning of the content delivery phase. The Human Resource and Administration Division plays an important role in managing *worksheet* files, archiving, and preparing content for upload to the Company's platform.

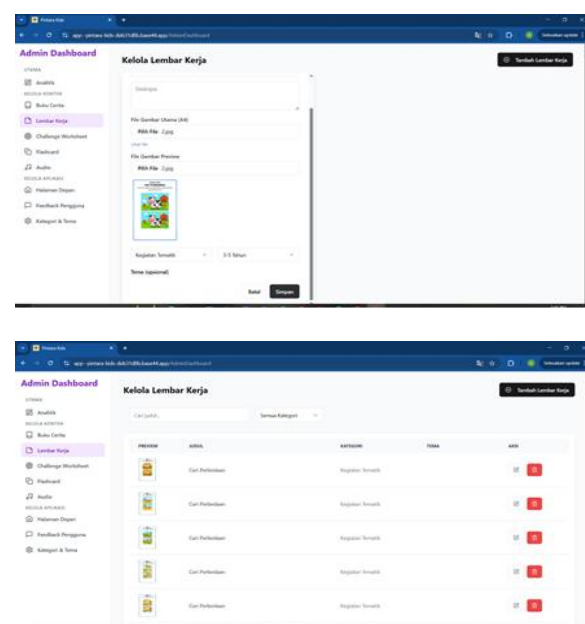


Figure 4. Worksheet Upload Process on Enterprise Platform

This model is characterized by a clear division of roles between the production division and the supporting division. This role separation increases operational efficiency and minimizes technical errors in the content publishing process [12].

The results show that a structured *worksheet* delivery service model can streamline the publication process and minimizes the risk of technical errors, for example when files are not formatted correctly or when content is duplicated

4.5. Discussion of Research Results

In summary, the results show that the combination of design planning, use of digital applications, and coordination between internal divisions significantly affects the success of educational *worksheet* creation. A structured workflow, from content preparation to submission, has a positive impact on the quality and consistency of the *worksheet*.

These findings reinforce previous research that emphasized the importance of systematic visual design and workflow management in the development of digital educational media [7], [12].

5. CONCLUSION AND RECOMMENDATIONS

Based on the research objectives, the *worksheet* creation process in the Graphics Design division of PT Inspirasi Mandiri Nusantara is structured, starting with preparation, followed by design using the Canva platform, revision, and submission to the Human Resource and Administration division. The use of the Canva platform was found to support the efficiency and consistency of *worksheet* design. The transparent content delivery model simplifies the publication process and ensures *worksheets* are ready for use as digital learning materials. This research highlights the importance of integrating creative processes and internal service systems in creating digital learning products according to educational level objectives.

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