

ABSTRACT

With the rapid development of technology, it is easier for people to get the information they need through visual communication. Autodidact is an online clothing shop located in Medan City and was founded in 2020 which utilizes Instagram as content management. The purpose of this research is to see how Autodidact manages content and uploads it to social media accounts to provide information and communication. In this study, researchers examined Autodidact content whether it was appropriate to apply design elements and principles in managing their content.

Keyword; *Design, Instagram, Content, Social Media*