

DESIGNING MOTION GRAPHIC EDUCATION FOR COFFEE DRINKING HABITS

Ahda Rohmatus S/ 20420100035/ aro.salsabilah@gmail.com/ +6285745840339



BACKGROUND

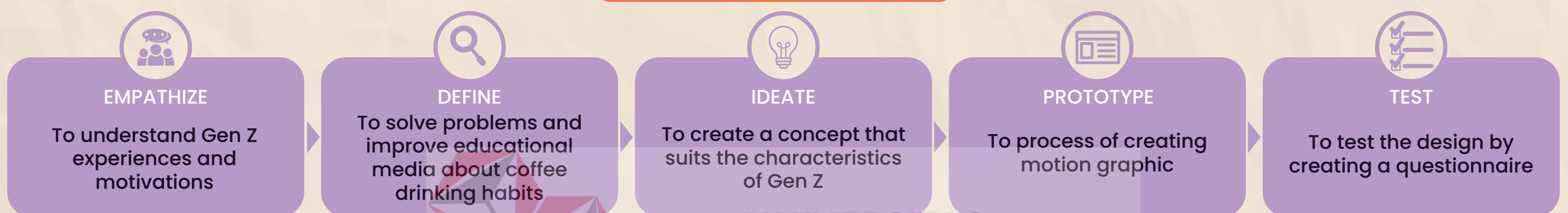
Drinking coffee is a Gen Z lifestyle in Indonesia. Gen Z prefers to drink coffee at coffee shops. However, excessive consumption can increase the risk of disease. Therefore, it is important to develop good coffee drinking habits. Educational media such as motion graphic provide interesting information and help Gen Z choose wisely.

DESIGN PROJECT

This motion graphic is designed to provide educational information to Gen Z about drinking coffee habits and tips for drinking coffee wisely. Visually, this motion graphic applies a collage style combined with a flat vector style to create a fresh look that matches the visual trends of the Gen Z.



DESIGN METHOD



GOALS OF THE RESEARCH



Designing Motion Graphic Education for Coffee Drinking Habits

FINDINGS

The educational motion graphic on coffee drinking habits for Gen Z is designed with a "trendy" concept. Using vibrant colors and relaxed language to create a close communication atmosphere that suits the way Gen Z interacts.

CONCLUSION

This motion graphic hopefully will make it easier for Gen Z to understand information about drinking coffee wisely, provide tips on drinking coffee that are suitable for Gen Z sufferers of GERD, and tips for Gen Z who like sweet and creamy coffee.

