

PERANCANGAN MOTION GRAPHIC SEBAGAI MEDIA EDUKASI PENANGANAN ANXIETY UNTUK GENERASI Z



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BACKGROUND

Mental health is an important aspect that needs to be considered. According to a report published by the American Psychological Association, Gen Z is the generation that reports the most poor mental health because they have grown up in the era of social media. It is estimated that individuals aged 10-19 experience mental health issues such as anxiety disorders and depression. Educational media like motion graphic can be effective in providing information in an engaging and easy-to-understand way.

FINDINGS

This motion graphic concept is "consciousness." Consciousness describes a state where a person is aware of themselves from the aspects of perception, feeling, and awareness.

With the "consciousness" approach, this motion graphic will be designed by combining engaging visual elements with contrasting colors

DESIGN METHOD

The method used is Design Thinking. The first stage is empathy, which involves understanding needs and motivations. The second stage is define, where the problem is articulated. The third stage is ideate, which focuses on generating ideas and solutions. The fourth stage is prototype process of creating motion graphic, and the fifth stage is test.

DESIGN PROJECT

The motion graphic will be 2 minutes long. The message conveyed in this motion graphic includes an explanation of anxiety, the difference between anxiety and anxiety disorder, and tips for managing anxiety.

GOALS OF THE RESEARCH

- Identifying the informational needs of Gen Z regarding anxiety
- Designing motion graphics about anxiety to help Gen Z address mental health issues

CONCLUSION

This design results in a motion graphic that aligns with the characteristics of Gen Z and provides information about anxiety, the difference between anxiety and anxiety disorder, and tips for managing anxiety.

FIGHT ANXIETY



Dosen Pembimbing 1

Setya Putri Erdiana, S.T., M.Ds

Dosen Pembimbing 2

Fenty Fahminnansih, S.T., M.MT.

Dosen Penguji

Karsam, MA., Ph.D.