

DESIGNING MOTION GRAPHICS ABOUT NEGATIVE IMPACT OF FAST FASHION FOR THE ENVIRONMENT AS SOCIAL CAMPAIGN MEDIA IN INDONESIA.

Background

Fast fashion has become a global trend, offering cheap and stylish clothing with high production speed. However, many people who follow the fast fashion trend are unaware of the environmental impacts of excessive fast fashion purchases. Unfortunately, the environmental impact of fast fashion is not as widely discussed as issues like plastic waste.

Research Goals

The purpose of this research is to design a social campaign video about the negative impacts of fast fashion using motion graphic techniques. This aims to raising understanding and awareness among the public about the environmental impact of fast fashion.

Keyword

Raising awareness means increasing public attention to the impact of fast fashion on the environment, which aligns with the objectives of this study. This is important because the issue of fast fashion is rarely discussed in various media in Indonesia, unlike other environmental issues. Yet, the impact of fast fashion on the environment cannot be underestimated, especially as the fast fashion industry continues to grow

NEW ARRIVAL

Conclusion

This motion graphic explains the impact of fast fashion on the environment, aiming to raise public awareness about the issue. The motion graphic includes an explanation of the definition and brief history of fast fashion, its characteristics, and the negative impacts it has on the environment and even our health.

The target audience of this study is late teens and young adults aged 18-30 years who have high purchasing power for fashion products and are accustomed to following the latest trends in fast fashion. Therefore, this motion graphic features two characters named "Raisa" and "Eren" to represent consumers who currently hold the highest purchasing power for fast fashion products, namely Gen Z and Millennials.



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