

BACKGROUND

The city of Surabaya occupies the position as the second largest city in Indonesia. Transportation challenges in the city of Surabaya are similar to those faced in Jakarta, Bandung and other big cities. As a metropolitan city, the city of Surabaya has a very large number of vehicles passing through. The high volume of traffic has the potential to result in air pollution due to gas emissions from motorized vehicles.

The city of Surabaya became the location with the highest air pollution or pollution figures in Indonesia. On Tuesday, March 5 2024 IQAir's air quality index (AQI) score for the city of Surabaya reached 166 points in the unhealthy category.



GOALS OF THE RESEARCH

Designing Motion Graphics as an Educational Media for Social Campaigns to Prevent Air Pollution in the City of Surabaya

DESIGN THINKING



EMPATHIZE

understanding productive society aged 17 - 24 years



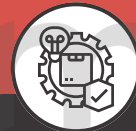
DEFINE

process of analyzing data that has been collected



IDEATE

find an idea to solve the problem



PROTOTYPE

create a prototype



TEST

testing to collect feedback



CONCLUSIONS

This design produces motion graphics which can educate the people of Surabaya aged 17-24 years to understand information about air pollution and how to prevent it

DESIGN PROJECT

The motion graphic designed discusses the high level of air pollution in the city of Surabaya, and provides education on how to prevent air pollution

The keyword communication message "Iridaceae" is a family of iris flowers which symbolize desire, purity, cleanliness, determination, faith, hope and strong wisdom to achieve something more valuable change, this is obtained from several keywords which show the desire of people who want positive change.