

MOTION GRAPHIC DESIGN AS A CAMPAIGN MEDIA FOR INTRODUCING HOMESTEADING LIFESTYLE FOR URBAN AREAS

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Design Methode

Emphatize - Define - ideate - Prototype - Test

Goals of the Research

designing motion graphics to introduce the homesteading lifestyle.

Design Project

This motion graphic explains the homesteading lifestyle, targeting parents and young married couples aged 28 to 40. It is especially aimed at those who aspire to live a peaceful life in the future.

Finding

The keyword for this motion graphic is 'independent,' which will broadly depict what the homesteading lifestyle is. In this context, 'independent' will be used to illustrate how the homesteading lifestyle emphasizes self-sufficiency and the ability to manage one's own resources, including farming, crafting, and other skills that support sustainability and self-reliant living.

Conclusions

This motion graphic is used to explain the importance of adopting the homesteading lifestyle.

Background

Homesteading embodies a lifestyle devoted to self-sufficiency and independence. It is defined by the practice of subsistence agriculture, where individuals grow and harvest their own food, and engage in home preservation techniques such as canning, drying, and fermenting to ensure a sustainable food supply year-round. Additionally, homesteading often includes the small-scale production of textiles, clothing, and various crafts, not only for personal household use but also for sale, fostering a deep connection to traditional skills and artisanal craftsmanship.

