

MOTION GRAPHIC DESIGN ON INTRODUCTION OF NONVERBAL COMMUNICATION FOR DOWNSYNDROME CHILDREN



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BACKGROUND

Nonverbal communication is the exchange of information without using words, involving facial expressions, body movements, eye contact, and tone of voice. It can occur consciously or unconsciously, adding layers of understanding to the conveyed message. Examples include smiles, head nods, or physical distance between individuals.

For children with Down syndrome, nonverbal communication is crucial because their distinctive facial expressions and body movements can be key in interpreting messages. They may have difficulty using or understanding verbal language, so relying on body language becomes a more effective communication strategy. Down syndrome is a genetic disorder caused by an abnormality in chromosome structure, where these children have an extra chromosome, totaling 47 chromosomes.



DESIGN METHOD DESIGN THINKING

EMPATHIZE DEFINE IDEATE PROTOTYPE TEST



GOALS

The purpose of this study is to design motion graphics as an educational medium regarding nonverbal communication for children with Down syndrome so that they can understand and express what they feel.



DESIGN PROJECT

This motion graphic entitled "Language Without Words: Introduction to Nonverbal Communication" is intended for children with Down syndrome at the SDLB level aged 7-12 years. Adapting to their visual preferences and special communication needs, this motion graphic applies a simple and clear chibi illustration style and highlights a combination of bright colors that attract attention.

CONCLUSIONS

This motion graphic discusses the importance of nonverbal communication and how to visualize various nonverbal communications, such as facial expressions, body movements, and eye contact. The narrative used is adjusted to simple language and interactive visuals, so that information can be easily absorbed by Down syndrome children.

