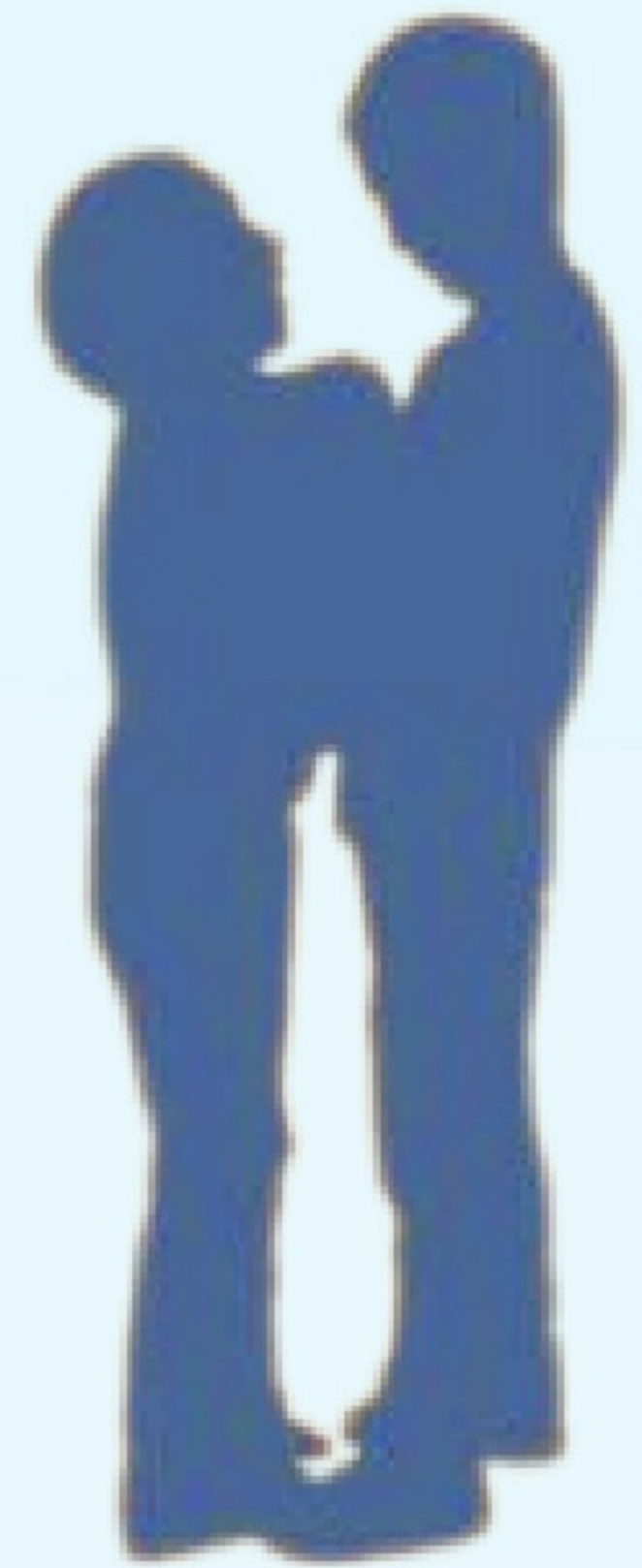




Background

In Indonesia, with a majority of Muslim population and cultural diversity, tolerance is essential to maintaining unity. However, an intolerance, which is a lack of respectability, has reached the educational institution. To address this problem, a character education that emphasizes tolerance, especially for children who are unaware of a difference and are prone to bully behavior. One effective solution is the use of media such as motion graphic videos, which can attract the attention of children with visual appeal and understandable language.



Goals

Provides the value of tolerance to children that can help deliver the message of tolerance with the appealing, interactive and easily understood ways by children and also can help children to understand and apply the value of tolerance in daily life, so that they can grow into respectful individuals of diversity



Design Method



EMPATHIZE



DEFINE



IDEATE



PROTOTYPE



TEST

Design Project

Using the "exciting" keyword which has a meaning causing enthusiasm or excitement. The "exciting" meaning in the video graphic design is to produce a concept that can interest children about tolerance attitudes after they watch it.