

Final Project

DESIGN MOTION GRAPHIC DESIGN EDUCATION MEDIA THE BAD IMPACT OF FOOD WASTE

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Background

Food waste is wasted and will become trash. Food waste is a global problem that is at the center of society's attention. Accumulating food waste affects the environment by emitting greenhouse gases that are toxic to health. Contributing source Most of the food waste or leftover food in the household environment. Waste in the household environment is caused when processing food ingredients into food.

Goals of the Research

Designing Motion Graphic Media
The Bad Impact Of Food Waste

Finding

Designing motion graphics the keyword "Consistent" used in make motion graphics about bad impacts food waste. Consistent means being constant and aligned in achieving goals that are easy to understand and accept such as a color palette.

Conclusions

This motion graphic is used to prevent the bad effects of food waste, namely displaying illustrations and videos

Design Method

Emphatize

Looking for problems food waste in housewives by observing in the market, kitchen and interviews with housewife 25 - 35 years old.

Define

Defining food waste problems is by analyzing food waste problems in the household environment

Ideate

Generate Idea Solutions that can help Users by creating narratives, storyboards as a motion graphic planning flow

Prototype

Create Mockup Motion Graphic Design with Adobe Photoshop, Adobe Illustrator and Adobe After Effects software

Test

Testing Motion Graphic results to the Audience

Design Project

This motion graphic was created to provide education about the negative impact of food waste on the environment. the aim of this research motion graphic is a housewife aged 25-35 years This motion graphic will focus on the bad impacts of food waste or leftovers food and prevent food waste in the household.

