

CREATION OF MOTION GRAPHIC ABOUT THE DANGER OF PLASTIC WASTE FOR SOCIALIZATION TO COMMUNITY

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BACKGROUND



Plastic waste still one of big continuous problem in Indonesia with the majority of plastic waste come from household environment.

Therefore, a socialization with motion graphic media is needed due to spread the awareness about the danger of plastic waste and how to prevent it.

DESIGN METHOD



Empathize



Specify



Ideate



Prototype



Test



GOALS

Spreading the values of precaution for neighborhood's hygiene and shares some knowledge about plastic waste and many ways to prevent the increasing numbers of plastic waste.



DESIGN PROJECT

"Informative" is the keyword for the project. The keyword itself means giving information or shine the light.

"Informative" in this project means to help and also wildspread the awareness to the community about the dangers of plastic waste with motion graphic media of the title :

"AWAY PLASTIC!"

