

Design Motion Graphics for Prospective Fathers to Prevent Fatherless Behaviour

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Background

Fatherlessness, whether caused by physical absence or emotional distance, can significantly impact a child's emotional and mental development. Many children grow up without a father figure to guide, support, and nurture them. This motion graphic aims to educate prospective fathers about the importance of being actively involved, encouraging stronger father-child relationships from the very beginning.

Research goals

Design motion graphics as an educational medium to raise awareness about fatherlessness and encourage prospective fathers aged 25-35 to be more involved in parenting.



Finding

Using motion graphics that combine emotional storytelling and visual comparisons effectively increases audience engagement, especially among prospective fathers aged 25-35.

Summary

Motion graphics use visual movement and storytelling to deliver educational content in an engaging way. This approach makes it easier for prospective fathers to understand the issue of fatherlessness and the importance of their role in parenting.

Design Thinking

This project uses the Design Thinking approach: empathizing through research and interviews, defining the lack of father involvement, ideating visual concepts, prototyping motion graphics, and testing with the target audience for refinement.

