

DESIGNING A SOCIAL CAMPAIGN MEDIA MOTION GRAPHIC ABOUT THE DANGERS OF E-CIGARETTES FOR TEENAGERS

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BACKGROUND

The modern world is currently undergoing an industrial revolution from 1.0 to 5.0, where technologies such as smart cars and robots continue to evolve. Electronic cigarettes have also become more innovative, featuring various models that appeal to teenagers. Although often seen as a safer alternative to traditional cigarettes, e-cigarettes still have significant negative effects on health. Interestingly, about 7.4% of users are between the ages of 10 and 18. Therefore, it is important to educate teenagers and the public about these dangers through engaging social campaigns. One effective medium for such campaigns is motion graphics, which can visually convey ideas in a clearer and more easily understood manner.



GOALS

This motion graphic is designed for teenagers aged 10 to 18 years who lack education about electronic cigarettes and are often attracted by their flavors and modern designs. However, behind that appeal, e-cigarettes pose harmful negative effects on the body. Additionally, the vapor from e-cigarettes can also affect the respiratory health of those around the user, especially pregnant women and young children.

DESIGN PROJECT "INI JALANKU"



DESIGN METHOD DESIGN THINKING



"This Is My Path" is a social campaign video that raises awareness about the dangers of electronic cigarettes. It is designed with a storyline featuring a main character who is firm and not easily influenced by others. The purpose of this motion graphic is to encourage teenagers to develop the same strong and independent attitude as the main character.

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

