

Designing Motion Graphics Using Motion Explorer Techniques to Prevent Hedonistic Culture Among Teenagers

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BACKGROUND

Teenagers are highly susceptible to hedonization, a lifestyle focused on pleasure and excessive consumption driven by social media and digital trends. The ease of accessing online loans worsens this issue, leading many teens into debt. Motion graphics using motion explorer techniques serve as an effective educational tool to prevent hedonization among adolescents.

RESEARCH GOAL

The purpose of this study is to design a motion graphic video using the motion explorer technique as an educational medium aimed at preventing the culture of hedonization among teenagers by raising awareness of the dangers of a consumptive lifestyle and illustrating its negative impacts, including financial, psychological, and social consequences.



DESIGN METHOD



UNIVERSITAS
Dinamika

Ideate
A motion graphic about a person who faces issues due to their hedonistic lifestyle and undergoes a positive transformation.

Prototype
Creating motion graphics using the motion explorer technique to prevent hedonistic culture among teenagers.

Testing
Feedback from the target audience about the motion graphic that has been made

FINDING

The keyword "Mindful" is used as the main concept in this motion graphic design. It reflects a conscious and attentive attitude toward one's actions, especially in understanding the consequences of a hedonistic lifestyle.

DESIGN PROJECT

This motion graphic follows Cici, a student with a glamorous lifestyle, to raise awareness about the hidden dangers of hedonism behind social media trends. With engaging visuals and simple narration, it highlights the impact of a consumptive lifestyle on finances, mental health, and social life.

