

DESIGNING AN INTRODUCTORY CPR ANIMATION

AS AN EDUCATIONAL MEDIUM FOR EMERGENCY FIRST AID
FOR ADOLESCENTS AGED 12-15 YEARS



UNIVERSITAS
Dinamika

FDIK

DKV
UNDIKA

HERMAS EFRATA SIPULUNG | 22420100041 | S1 Visual Communication & Design

BACKGROUND

Emergency situations can be happened suddenly, including cardiac arrest, a condition in which blood circulation stops abruptly due to heart failure. Cardiopulmonary Resuscitation (CPR) is a crucial first-aid procedure that improves survival by maintaining blood circulation through chest compressions and early emergency actions. CPR education should be introduced early, especially to adolescents aged 12–15 years, as they possess sufficient motor coordination and abstract thinking skills to understand and perform CPR properly. Therefore, the designer chose YouTube as the medium because it is easily accessible and provides a large amount of landscape-format video content suitable for educational purposes.



Goals

This study aims to increase adolescents' awareness of the importance of first aid in sudden cardiac arrest situations, foster caring attitudes and the courage to act during emergencies, and contribute to government efforts to improve adolescent health knowledge through the design of easy-to-understand educational animations.

Design method

Design THINKING



Emphasize

Data collection through interviews and observation to gather samples and target insights.



Define

Make a conclusion about the topic. Determine the main keywords based on the topic



Ideate

Sketch storyboards and mind maps to develop a central idea for the topic.



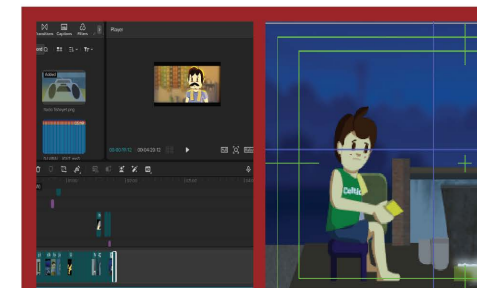
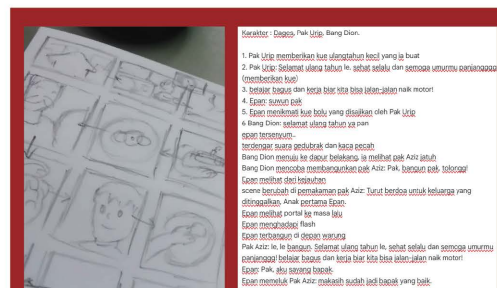
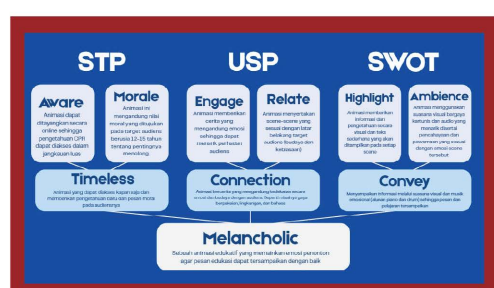
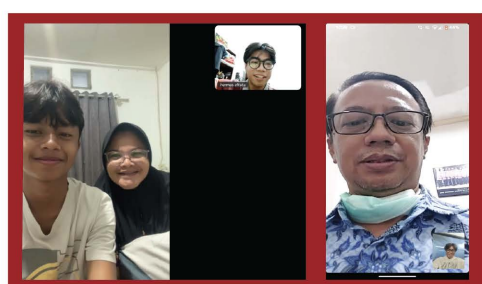
Prototype

The stage of turning rough concepts into a viewable result using visual and audio elements.



Test

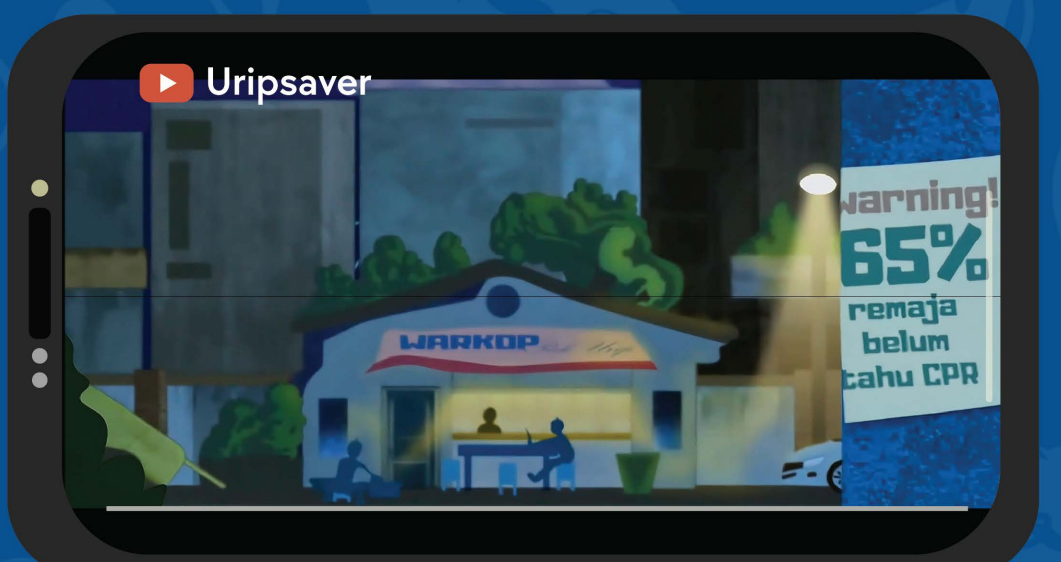
Publish the prototype and collect feedback to improve the animation.



Design Project

This project presents a compelling, meaningful, and persuasive animation to raise teenagers' CPR knowledge and moral awareness. Using a simple, bright educational style for ages 12–15 in Surabaya, it is titled Uripsaver ("urip" = life, "saver" = rescuer). The story follows Degas, a teenager who saves his father from cardiac arrest using CPR knowledge.

Uripsaver will be publicly released on YouTube in landscape format (16:9) with a 1080p resolution under the title "Uripsaver" to make it easier to find. This format is also intended to facilitate presentations or screenings in schools, making the learning process more comfortable and engaging.



SCAN
HERE!

