

Motion Graphic Design Animation Coal and Climate Change

For Greenpeace

Written Project report

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ABSTRACT

Motion graphics is the development of the art of graphic design, the context (in this case) as a motion graphic video content. Motion graphic animation Coal and Climate Change was made for the needs of environmental campaigns by Greenpeace as a global non-governmental organization which campaigns to stop acts of environmental destruction in the world.

Motion Graphic Animation provides an overview of the dangers of using coal fuel as a source of electrical energy so the impact on Earth's climate is changing and unstable. Motion graphic animation described by way of illustration in the style of the flat and then edited by software (Adobe Illustrator, Adobe After Effects, and Adobe Premiere) certain to make it look more alive and attract the attention of the audience.



Keywords: motion graphic animation, greenpeace, coal, climate change

Perancangan Motion Graphic Animation Batu Bara dan Perubahan Iklim Untuk Greenpeace

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ABSTRAK

Motion graphic adalah pengembangan dari seni graphic design, konteksnya (dalam hal ini) *motion graphic* sebagai konten video. *Motion graphic animation* Batu Bara dan Perubahan Iklim ini dibuat untuk kebutuhan kampanye lingkungan hidup oleh Greenpeace sebagai lembaga swadaya masyarakat global yang berkampanye untuk menghentikan berbagai aksi perusakan lingkungan di dunia.

Motion Graphic Animation ini memberikan gambaran terhadap bahaya penggunaan bahan bakar batu bara sebagai sumber energi listrik sehingga berdampak pada iklim bumi yang berubah dan tidak stabil. *Motion graphic animation* dijelaskan melalui ilustrasi dengan gaya *flat* kemudian digerakan dengan *software* (Adobe Illustrator, Adobe After Effect, dan Adobe Premiere) tertentu agar terlihat lebih hidup dan menarik perhatian penonton.



Kata kunci: motion graphic animation, greenpeace, batu bara, perubahan iklim