

# ILLUSTRATION DESIGN PATTERNS ON FABRIC MEDIA AS PART OF THE ANTI CORONA CAMPAIGN

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## ABSTRACT

The making of this Final Project aims to provide motivation through visual communication in the form of illustrative patterns to encourage the community with positive things so that people's anxiety and fear of a pandemic can be reduced and the community is no longer more afraid of it. So we can do activities with more fun. And can provide encouragement in inviting people to live healthier and protect the environment and themselves to prevent the spread of the virus. With communication in an effort to anticipate the corona virus pandemic in the community, it can be formed by giving a good and unique visual representation in an effort to motivate the Anti Corona Campaign that can change people's mindsets.

Fabric media are used as media that can be formed into a variety of various products in the fashion industry that can be used in everyday life.

So this campaign media is different from the media in general as in paper media or only through social media. The choice of illustrations and colors used to adjust to the trends that are preferred by young people. So the design that is made must give the impression of a more modern and colorful and can be enjoyed in this era.

**Keywords :** ....(Illustration, Pattern, Campaign, Corona Virus, Fabric).

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