

ABSTRACT

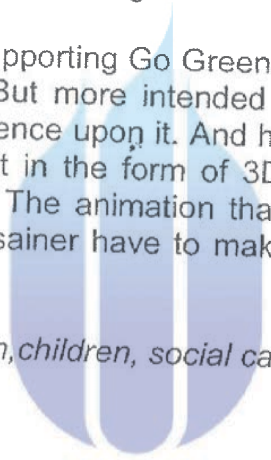
LIFE GOES CLEAN WITH 3D ANIMATION FOR CHILDREN

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Present day, the public awareness of waste to dispose already diminishing and increasingly deteriorating. People seems doesn't care to its own environment and like they doesn't know the impact that can be caused from it. Children, teenagers, and adults, to be among the lower classes, businesses and street vendors, both men and women. Has become a regular thing for them to see the surrounding community to do so.

Based on that case and also to supporting Go Green movement, specially for the stop littering movement. But more intended for kids, though not close to the age of the target audience upon it. And here the designer has a concept which will be present it in the form of 3D animation which is currently favored by the children. The animation that is built for children and that's the reason why the desainer have to make it funny, cute, and enjoyable for children to watch.

Keywords: *3D animation, go green, children, social campaign*



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