

ABSTRACT

Aditama, Ravensky mahayassa. 2017. *Design Of Media Information About The Dangers Of Drugs For Teenagers Through Motion Graphic in Bandung. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.*

Drugs are very dangerous in every countries. It cannot be denied that drugs are the most dangerous outbreaks that infect humans all over the world. But unfortunately from year to year the drugs itself is growing rapidly. Efforts to increase community insight into the dangers of drugs has been done in various media, both in the form of articles and books. But the appointment of dangers and the effects of drugs in the animation media is still lacking. This case underlies the author for designing motion graphics, as a medium of informations about the dangers and impacts of drugs. With the purpose of providing more insight to the people of Bandung, especially teenagers about the dangers and impact of drugs. The designing method that was done started with literatures study, interviews, and observation. Data analysis used is case study approach. From the analysis, there will be some things about what causes the use of drugs and determine the message to be delivered. After determining the narration and visual form, then create motion graphic which will be disseminated by the institution concerned.

Keywords : *Teenagers, Dangers And Impact Of Drugs, Motion Graphic*