

ABSTRACT

Designing Campaign Of 20-20-20 Rule To Avoid Vision Disorders Caused By Excessive Use Of Smartphone

The rapid development of technology and information makes the internet one of the main needs of society, especially students and workers. Smartphone is one of the technology that used to access the internet. Its figure that easy to bring anywhere and its useful features help people do various activities easily. Depending on a survey that Nielsen did, by Nielsen on Device Meter, on 2013, Indonesians use smartphone 189 minutes per day. 62 minutes for communicating, 45 minutes for entertainment, 38 minutes to master the newly downloaded application, and 37 minutes to surf the internet. It means that smartphone has become an important part of Indonesians daily activities. Excessive use of smartphone could give negative effects, such like vision disorder. With this provision, the authors want to provide information about a good usage pattern of smartphone to overcome the vision disorder. The design result of this campaign is a campaign that is done integrated, using various, ranging from conventional to digital, with video as the main. It is desirable for visual communication designers to be able to make the results of this campaign as a picture to solve similar problems.

Keywords: Health Campaign, Advertising, Smartphone Usage, Vision Disorders, Eye Health, 20-20-20 Rule.