

Abstract

Putri Dwi Hadiani Motion graphic The Impact Of Mobile Phone Use On Child Psychology.

Mobile phone is a communication tool used by various circles of society including children. Besides the great benefits in using the mobile phone was also a lot of negative impact, primarily to child psychology.

One effort to provide information about the negative impact of mobile phone use on child psychology is through motion graphics. Method of making motion graphic begins with data collection, by way of observation, interview, and literature study.

The collected data was analyzed and resulted in the design of motion graphic with various concepts, namely the concept of the message, containing the message of mobile phone function, positive impact, and the negative impact of the use of mobile phones, as well as the way of good use. The visual concept consists of illustrations, typography, and colors. Illustrations used flat design with simple and appropriate shapes for children. Typography uses berlin sans fb type fonts. The colors used for objects use pastel colors and for backgrounds use primary colors. Motion graphics are equipped with narratives that use simple language so easily understood by children, as well as music that can focus and retain children's attention.

Keywords: motion graphic, negative impact of mobile phone, child psychology.