

ABSTRACT

Nugraha, M Dwiyo Satya. 2021. Camera Arrangement in the Design of Public Service Advertisements Regarding the Imagination Process of Deaf Friends in the Arts. Thesis. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

Imagination becomes a space for authentic self-freedom for humans, contrary to the real world as well as Deaf Friends. However, they have differences due to different ways of communicating and digesting information, they tend to close themselves when they are in a social environment, that's why imagination provides space to be itself, and presents that imagination through art media, because imagination is formed based on experience and art helps to reveal it. This study uses a qualitative method with data collection techniques, literature study theory as the rationale, interviews with Deaf Friends, observations of activities in the disabled arts group, questionnaires for the target audience. Not many media have discussed about Teman Deaf's imagination ability, especially those in the arts, and still not many people know about imagination and the process. This final project aims to design a Public Service Advertisement as a medium to provide information to the public, especially Bandung, about the imagination process of Deaf Friends in the arts. The process of imagination consists of sense, perception, memory, imagination, generating imagination requires a trigger, usually something from experience. Deaf friends have a more focused sense of sight, therefore their imagination contains more varied images. The design of this public service advertisement focuses on the realm of Cameraman by using a Communication Psychology approach as a carrier of audience empathy, and verbal communication to show gestures and expressions.

Keywords: Imagination, Deaf Friends in the Arts, Public Service Advertisements, Director of Photography.