

## **ABSTRACT**

*The world is currently being shaken by the outbreak of the corona virus or covid-19 pandemic. The impact of the corona virus has certainly touched all aspects of Indonesian people's lives. So that there is a change in the culture of working and socializing in the community, Work From Home (WFH) or working from home becomes a new routine. WFH and this online study certainly cause various advantages as well as disadvantages, one of the disadvantages or negative impacts resulting from the concept of Work From Home and this online study is problems with the eyes or vision, one of which is Computer Vision Syndrome. Therefore we need a design that can socialize the impact of Computer Vision Syndrome. The design process went through the stages of data collection through literature study, interviews, observations and questionnaires. So that in the end this final project can produce a visual identity design, namely a social campaign with a Visual Communication Design approach through interestingly summarized concepts, media and programs that are appropriate and easily accessible to the public through visual identity and media promotion of social campaigns related to Computer Vision Syndrome. CVS) to increase awareness of the eye health of the Indonesian people in the midst of the COVID-19 pandemic.*

**Keywords:** *Visual Identity, Promotional Media, Social Campaign, Computer Vision Syndrome.*