

ABSTRACT

Widiandari, Maria Ruthastuti. 2022. Camera Setup of Narrative Video Clip on The Lives of Individual with Obsessive-Compulsive Disorder's (OCD). Final Projects. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University. Bandung.

Obsessive-compulsive disorder (OCD) is a compulsive behaviour or repetitive behaviour in the form of rituals, to reduce anxiety that comes from obsessions (intrusive thoughts). The phenomenon that happens is a misperception of individual that has OCD due to the stereotypes that shown by the media, also to the lack of knowledge from people, so they used the word OCD as an adjective to describe someone who likes cleanliness and tidiness. Therefore, media is needed as a distributor of education to the public about the individual with OCD and the impact on their lives so that existing misperceptions are reduced. Mixed method was used as the method to collect the data. By collecting qualitative data at the first step as a data of OCD disorders based on a psychological point of view through interviews and observations. Then the second step was collecting quantitative data with questioners and literature studies to get the concept of the project. This project was intended to educate the public about the lives of individual with OCD in order to correct the misperceptions that exist in the society. On working this final project, the director of photography has a responsibility to make a concept of the visual based on the lyrics and the director's treatment from a cinematic perspective, including describing the tense and mood of a scene relies on cinematic elements. The output of this project is narrative video clip that has a storyline to narrated by visually of the lives of individual with OCD based on what they feel, so that the audience can experience the feelings as same as what people with OCD feels. This video clip is expected to be able to provide the knowledge about individual who lives with OCD by using a song that tells a story about the lives of individual with OCD, so that we can reduce the misperceptions that are exist in the society.

Keywords: *Obsessive-Compulsive Disorder (OCD), Narrative Video Clip, Director of Photography.*