

Abstract:

DESIGN OF MOTION GRAPHIC PROMOTIONAL MEDIA FOR liteVFX STUDIO

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The creative industry has experienced significant growth, particularly in film and advertising production, in line with the increasing demand for innovative and engaging content. LiteVFX Studio, although it has already assisted in providing design services to brands and businesses in need, is still not well known among the creative workforce, especially within the animation community. This research gathers data through observation, interviews, surveys, and literature reviews to analyze the studio's position and potential. The analysis is conducted using SWOT analysis, matrices, and AISAS to identify the opportunities and challenges faced by LiteVFX Studio. The conclusions of this research indicate that LiteVFX Studio requires effective promotional media to introduce the advantages of the studio's five selling points. One of the solutions proposed is to design motion graphic showreels that can optimally highlight the studio's strengths, thereby increasing potential clients' understanding and interest in this studio.

Keyword : Animation Studio, Promotional Media, liteVFX Studio, Showreels