

ABSTRACT

Social media and short video content such as TikTok and Reels have become an integral part of teenagers' lives, serving as a medium for social interaction, self-expression, and instant information exchange. The purpose of this design project is to raise teenagers' awareness of the negative impacts of short video content through a 3D animation inspired by Eastern animation style, which is visually engaging and easy to understand. This project applies observation, literature study, interviews, and questionnaires to gather data related to the effects of social media on teenagers' attention span. The final outcome is expected to contribute as a reference for the development of informative media through animation design that is appealing and relevant to teenagers.

Keywords : *3D Animation, Attention Span, Eastern Animation, Teenager, Short Videos*