

ABSTRACT

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Visualization of the Meaning of Freedom in Motion Graphic Works

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This final project report discusses the design and creation of a motion graphic work that aims to creatively visualize the meaning of freedom. Motion graphic was chosen as the media because of its ability to combine visual elements, animation, typography, and audio so that messages can be conveyed more interestingly and easily understood. In this work, the concept of freedom is explored through various symbols and visual narratives that reflect the meaning of freedom from a personal and social perspective. The animation design process includes pre-production, production, and post-production stages using Adobe After Effects software. The final result is a motion graphic video that is expected to provide inspiration and new understanding of freedom in the form of digital art. This study also examines the effectiveness of motion graphic media as a means of art expression.

Keywords: motion graphic, animation, freedom, visualization, digital art.