

CHAPTER I

INTRODUCTION

1.1 Background

Motion graphics is graphic design in motion. The final product is a video – an intersection of storytelling, typography, illustration, infographic, logo, image and animation. It has been seen everywhere from presentation, television, websites and onto social media. Considering that visual methods are the most effective to educate audiences, this style is very popular in the marketing world. Diagrams, illustrations, infographics, are common resources to make difficult information easier to understand. It also makes them more noticeable and appealing. Motion Graphics videos bring life to static designs by animating them. The missing elements in this format can be complemented by combining elements of other styles. For instance, motion graphics can lack a warm or human touch sometimes. If you have the need to add some emotion to your video with a delicate story or characters, a good option is to mix motion graphics with other explainer video types such as live action.

Safety Briefings are a simple, easy-to-use tool that front-line staff can use to share information about potential safety problems and concerns on a daily basis. Health care organizations use Safety Briefings to help increase staff awareness of patient safety issues, create an environment in which staff share information without fear of reprisal, and integrate the reporting of medication safety issues into daily work. As one of the health care organization, Grhasia Mental Hospital needs

a new and update Safety Briefing video that can be used for their Grha Ganesha Building's 1st Floor. The latest Safety Briefing video they had was in 2015. The information on the video was a safety briefing information for emergency situation such as wildfire, earthquake, and volcanic eruption. The latest video can not visualizing these emergency situation because the media they use is only a translation of photos and the lack of using text.

From the problems above, I propose this title to help staffs and visitors awareness about Safety Briefing especially in Grha Ganesha Building's 1st Floor of Ghrasia Mental Hospital Yogyakarta by making it in motion graphic video because it is very suitable for the visualization to give useful information.

1.2 Problem Analysis

Based on the background above, the problem analysis is "How to make Safety Briefing video that can be used for Grha Ganesha Building's 1st Floor of Ghrasia Mental Hospital Yogyakarta using motion graphic technique?"

1.3 Problem Limitations

The problem limitations are:

1. Research conducted on Grha Ganesha Building's 1st Floor of Ghrasia Mental Hospital Yogyakarta.
2. This video is an 2D animation that using motion graphis technique,
3. This video will be used in Grha Ganesha Building's 1st Floor of Ghrasia Mental Hospital Yogyakarta.

4. The visualization and the emergency situation information such as fires, earthquake, and volcanic eruption in Grha Ganesha Building's 1st Floor of Ghrasia Mental Hospital Yogyakarta are tested in this video.
5. The target audience is for staff and visitors in Grha Ganesha Building's 1st Floor of Ghrasia Mental Hospital Yogyakarta.
6. This video will be tested by staff of IPSRS and general audience.
7. The duration of this video will be 3:00 minutes.

1.4 Research Goal

My goal on this research are "Making Safety Briefing video that can be used for Grha Ganesha Building's 1st Floor of Ghrasia Mental Hospital Yogyakarta."

1.5 Research Benefits

The benefits of this research are:

1. Ghrasia Mental Hospital Yogyakarta will have their new Safety Briefing video for their Grha Ganesha Building's 1st Floor of.
2. Ghrasia Mental Hospital staffs and patients's awareness about the Safety Briefing increase.

1.6 Research Methods

Researchers describe ways to obtain data used for research needs.

1.6.1 Data Collecting Method

1. Observation

Researcher do obsertaion through others video that available various sources and direct observation to the location.

2. Interview

Researcher do interview to get information about the building and safety briefing information.

3. Literature Study

Researcher studying literature studies which are valid and related to the research.

1.6.2 Analysis Method

In this step researcher do an analysis of research's object to know which design concept will suit the best.

1.6.3 Designing Method

Designing Methods that will be use are:

1. Software determination.
2. Design concept and storyboard determination.
3. Making texts, icons, and characters design.
4. Choosing sound effects, dubbing, and background music.

1.6.4 Developing Method

After designing and making all the assets, it will be implemented to making final video.

1.6.5 Testing Method

The video will be tested to makes sure the video running without any error. If there any error, the will be fixed so the video will be running smoothly.

1.6.6 Implementation Method

The softcopy video will be given to Ghrasia Mental Hospital Yogyakarta.

1.7 Systematics of Writing

To facilitate understanding of this thesis, the discussion is divided into several chapters according to each subject matter, namely:

CHAPTER I INTRODUCTION

In this chapter will be described and explained about the background of the problem, the formulation of the problem, the boundaries of the problem, the purpose and objectives of the study, the benefits of research, research methods, and systematic writing.

CHAPTER II THEORETICAL BASIS

In this chapter, I will describe a literature review that explains the research with the same theme as the author's reference and theories relating to the problems taken by the author. These theories are taken from literature studies, journals, the internet, and other references from various valid and trusted sources.

CHAPTER III ANALYSIS AND DESIGN

In this chapter we describe the general overview of objects and the design of video infographic media.

CHAPTER IV IMPLEMENTATION AND DISCUSSION

In this chapter, the production phase, post-production stage, and discussion of video infographics are made.

CHAPTER V CLOSING

In this chapter, there are conclusions and suggestions.

REFERENCES

Contains sources that are references or references by the author in compiling this research.

