



**DESIGNING INFORMATIVE SHORT VIDEO AND
MULTIMEDIA TO HELP EDUCATE PEOPLE ABOUT
SAFETY AWARENESS INSIDE A CROWD**

Undergraduate Thesis

Submitted as one of the requirements to obtain

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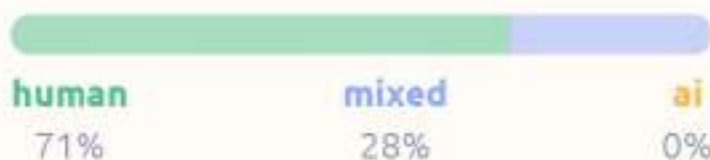
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Abstract

The presence of crowds is a familiar aspect encountered in various settings. Despite this, there exists a significant lack of awareness regarding crowd safety, with individuals often underestimating the inherent dangers. In response to this issue, the author aims to enhance awareness of safety measures against crowds through the creation of an informative short video. The primary target audience for this project comprises individuals aged 18-30 years. The data collection methodology includes qualitative approaches such as literature study, in-depth interviews, and visual observation. The project's outcome is in the form of an informative short video employing animation and motion graphics, to be distributed through digital platforms like YouTube. This project has successfully designed an informative video on crowd safety as it is utilizing quality content sourced from trusted authorities, a straightforward storytelling, and an effective fluid animation, as evidenced by the positive impact on knowledge and awareness observed in user testing. Simultaneously, this project which had applied attractive illustration styles, seamless transitions, and an engaging color palette, had also successfully captivated and ensured easy understanding for the audience, as proven in user testing where all users had maintained interest and demonstrated clear recall of key messages after minimal viewings.

Keywords: Dangers, Crowd Safety, Animation, Motion Graphic, Digital Platform

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