

ABSTRACT

Designing Motion Graphic About Parenting for Parents who are Busy Working. The increasing number of families with husband and wife working together to make a living has resulted in increasingly reduced time for parents to care for children. At present many efforts are made to provide knowledge to parents about parenting through seminars or other forms of meetings. For parents of busy workers, the availability of time is an obstacle to attending seminars, if you can attend the seminar and if you can attend it is often faced with difficulties understanding the material. The design of motion graphic about parenting aims to: (1) determine the influence of parents who work on child development, and (2) make a motion graphic animation about parenting. To find out the influence of parents working on children carried out by qualitative methods. Data collection is done using the method of observation, questionnaires, and interviews. Data was collected from workers' parents in the city of Bandung. Observation was carried out on one of the parents of the workers 'parents, interviews were conducted with one of the workers' parents, and the questionnaire was distributed to 9 (nine) parents of workers as respondents. A comparative analysis of similar works was carried out on two motion graphic works that have been published through the youtube website, Global Warming and Global Warming. To support the motion graphic design, it is done through the stages of conceptualization, brain storming, storyboarding, character building and environment, composing motion graphics, and moving motion graphics. From this design it was found that (1) the busyness of parents who work can cause a lack of attention to children and disrupt the growth process of children, (2) the use of gadgets and TV by children during working parents is a form of parental care for children, (3) About 67% of parents and around 78% of children use gadgets from one to four hours per day, (4) about 25% of married women choose to work, (5) the participation of children from parents of workers who are busy in joint activities can create an atmosphere which is fun for children and stimulates children's motor activities that are good for health, (6) the existence of media regarding parenting that is easily accessible wherever and whenever it is necessary for parents of workers who do not have the opportunity to attend seminars or programs about parenting, (7) Motion published graphics tend to have the same characteristics including duration of less than six minute, uses a contrasting color palette, Sans Sherif font, simple character visualization, simple background, slide transitions, and music that tends to be quiet or slow, (8) motion graphic design using contrasting flat design illustrations, 3 minutes duration interesting typography so that information is easier to absorb. The message conveyed in this design is to make parents able to manage their time for the family through motion graphic media animation. The

design of motion graphic parenting is useful for busy young workers who want to understand parenting in an easy to understand, interesting, and easily accessible anytime.

Keywords: Parents, workers' parents, parenting, motion graphic