

ABSTRACT

Fathin, Raihan Ghulam. 2021. Editing Design in Public Service Announcement related to Imagination Process of An Artsy Friend of Deaf. Thesis. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.

In the world of art, imagination is one of the most influential things in making works of art. Artwork can be a medium in expressing everything, from happy, sad, proud emotions or other things. Anyone is free to express something without exception for friends with disabilities such as Deaf Friends. Friends of Deaf have their own way of communicating, such as the SIBI and BISINDO languages. From different ways of communication, Deaf Friend can communicate through other media such as imagination and art work, art work could be their media to vent expression and communication. Still there are people who are not informed about the process of imagination in the art Deaf friends, then in the design of the writer aims to provide information related to the process of imagination on the Deaf Friends art. Authors collected data through observation arts groups with disabilities, Deaf Friends interviews, questionnaires for the audience as well as the collection of the theory can serve through library as a basic premise. In conveying information related to the process of imagination to the Deaf Friends who are in the arts, media such as public service advertisements (PSA) are needed. Public service advertisements that the author uses are through film media, because films can display audio and visual aspects. In filmmaking, there are many important roles in the process, one of which is the role of the image editor. An editor must have a sense to assemble a visual into a complete story and evoke the emotional sense and meaning of a film. Of the many aspects in a film that can evoke an emotion, there is one that is as important as color/mood. The application of editing forms and the use of color can give the impression of an atmosphere of a scene in films and advertisements.

Keyword: Imagination, An Artsy Friend of Deaf. PSA Film, Editing, Color