

ABSTRACT

The title of the final assignment is " Directing Video Campaign that main theme Global Warming and Climate Change that title The Edge of The Sea". The work is integrated all element of audiovisual media completely. It will be the most effective medium in campaign massage to targeted audience. The work reveals that since anthropocentric era, the paradigm that human as a central in the Universe, humans have manipulated their environment excessively without concerning the negative impacts for the future. The spread of fast fashion industry, including in production, distribution and consumption, produce excessive chemical and carbon emission waste. It shows that fast fashion, as impact of anthropocentric perspective, increase average temperature on the earth that engender global warming and climate Change.

Key words: Anthropocentric, *Video Campaign*, Environmental Exploitation, Global Warming, Climate Change