

ABSTRACT

As time progresses, it is necessary to develop methods and strategies for disseminating information effectively and efficiently. In this modern era, one of the information media that is widely used is videography. Videography has experienced great development in various creative fields. One of the information media used in the Rasulullah SAW Gallery at the Al Jabbar Grand Mosque in Bandung is video illustrations in the form of motion graphics. This gallery is the first gallery in Indonesia to present Islamic content with an interactive technological feel. Therefore, this research was carried out to find out how video illustrations act as a medium for disseminating information in the Rasulullah SAW Gallery. One of the aims of the Rasulullah SAW Gallery is to be a medium for disseminating information, of course there are updates to the methods used. This research uses a qualitative descriptive method by collecting data through observation, interviews, questionnaires and literature study. The data obtained comes from factual conditions in the field when conducting research, so the data obtained will be analyzed and the data checked with related literature. The results of this research found that the motion graphic videos in the gallery fulfilled the principles of motion graphics so that it could be said that the videos in the gallery were able to convey information very well as supporting media as a medium for conveying information.

Keywords: *Gallery, Motion Graphic, Information Media*