

ABSTRACT

Attention Deficit Hyperactivity Disorder (ADHD) is a disorder characterized by poor attention span, difficulty maintaining focus on one thing, being very active, and impulsive. Usually, the main symptoms of ADHD are already visible from a young age, and there is a possibility they carry over into adulthood. Because there is survey data stating that around 2-8% of college students personally report experiencing significant ADHD symptoms, they live and pursue education normally, but unfortunately they are not free from its deficiencies, which often impact their academic performance. ADHD sufferers also have very few creative and innovative learning or therapy media due to the lack of public awareness about ADHD itself. The method used in data collection is a mixed method through observation, interview, questionnaire and literature study. Next, the analysis was conducted using matrix analysis and descriptive. The results of designing the application prototype are essential to create a visual media that is easy to use and serves as a digital-accessible therapy alternative. This design is focused on helping individuals with ADHD and educating the public as a reference in visual elements on media, including visual applications, online media, posters, stickers, and other supporting media. It is hoped that this design can assist the Ministry of Health and families with relatives suffering from ADHD in their therapy and learning processes, as well as raise broader public awareness about ADHD.

Keywords : *Attentions Deficit Hyperactivity Disorder (ADHD), Visual Application Media, Students*