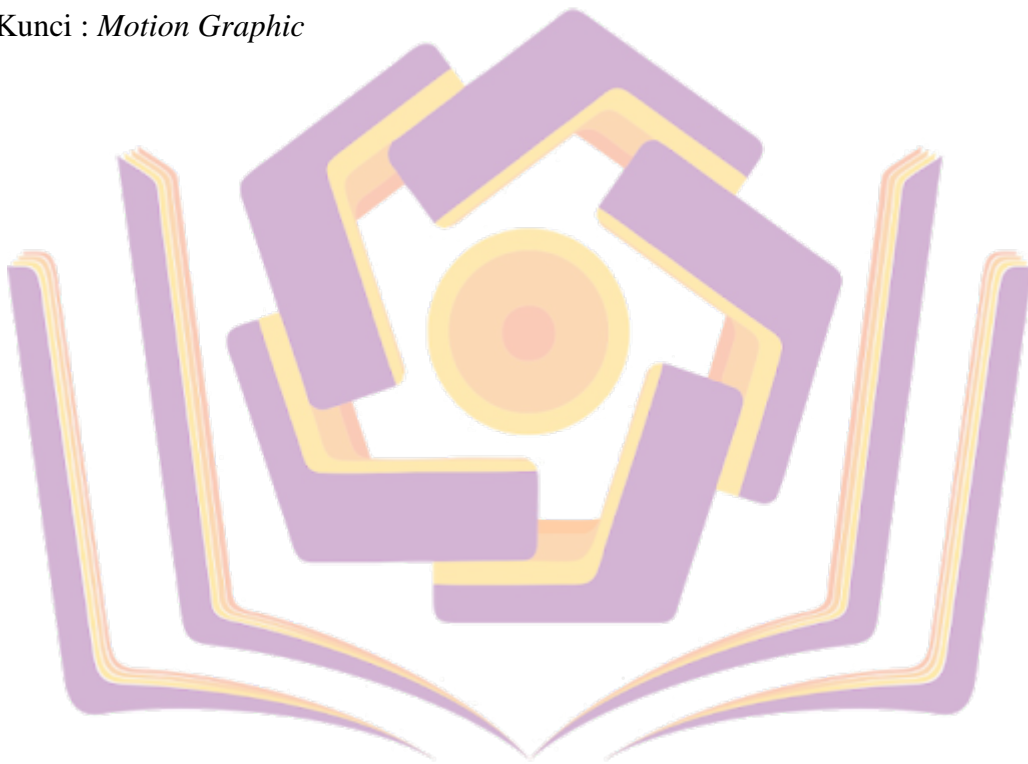


## RINGKASAN

Media Periklanan akhir-akhir ini berkembang sangat pesat, namun seiring berkembangnya teknologi media periklanan digital dianggap lebih baik dan efisien salah satu video animasi 2D berbasis Motion Graphic. Tujuan dari penggunaan iklan berbasis digital karena menjamurnya penggunaan perangkat digital seperti smartphone, laptop, videtron dll. Menerapkan teknik motion graphic sederhana dalam iklan singkat menggunakan 2D design yang memprioritaskan informasi dan fungsi menggunakan software adobe after effect. Yang diperoleh dalam iklan video pendek 1 menit 23 detik yang berisi Motion Graphic dengan desain unit rumah tipe 45 & 35 di Alexandrite. Regency

Kata Kunci : *Motion Graphic*



## **ABSTRACT**

*Media advertising these days is growing rapidly, but as the development of digital advertising media technology is considered better and more efficient one of 2D animated video animation based on Motion Graphic. The purpose of using digital-based advertising is due to the widespread use of digital devices such as smartphones, laptops, videtrans etc. Applying simple motion graphic technique in a short ad using 2D design that prioritizes information and functions using adobe softwere after effect. with a flat design with a design tipe 45 & 35 house unit on Alexandrite regency.*

*Keywords–motion,graphic*

