

FINAL PROJECT

MOTION GRAPHIC DESIGN FOR MUSCULOSKELETAL HEALTH EDUCATION DUE TO THE USE OF GADGETS FOR GENERATION Z

To meet the requirements in obtaining a bachelor's degree (S1)



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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

NATIONAL DEVELOPMENT UNIVERSITY "VETERAN" EAST JAVA

2025/2026

APPROVAL PAGE

**MOTION GRAPHIC DESIGN FOR MUSCULOSKELETAL HEALTH EDUCATION
DUE TO THE USE OF GADGETS FOR GENERATION Z**

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On: April 21, 2026

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AGREEMENT PAGE

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STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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I declare that in this scientific document of the final project there is no part of another scientific work that has been submitted to obtain an academic degree at a higher education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this final project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 20, 2025

Who made the statement



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ABSTRACT

The development of digital technology encourages an increase in the intensity of the use of gadgets, especially in Generation Z who grow up as digital natives. The habit of using gadgets for a long duration with an unergonomic posture has the potential to cause musculoskeletal health problems, such as neck, shoulder, back, and hand pain. Low awareness of correct posture and lack of visual educational media that are attractive and easy to understand cause this problem to be often ignored. Therefore, educational media that is able to convey musculoskeletal health information concisely, visually, and in accordance with the characteristics of Generation Z is needed.

The methodology used in this design is the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) method. Data collection was carried out through questionnaires to Generation Z and interviews with orthopedic doctors as primary data, as well as literature studies as secondary data. The results of the analysis are used as the basis for the formulation of visual concepts, verbal concepts, and motion graphic content structures so that health messages can be conveyed systematically and easily understood.

The results of the study showed that most of the respondents experienced musculoskeletal complaints due to the use of gadgets with less ergonomic posture. Based on these findings, an educational motion graphic was designed that contained information about the risk of musculoskeletal disorders, examples of correct posture, and the application of micro-habits in daily activities. The visual concept uses 2D illustrations, colors that match Generation Z characters, sans-serif typography, and dynamic animations supported by short narratives to enhance visual understanding and appeal.

The design of this motion graphic is expected to be an effective digital educational medium in increasing Generation Z's awareness of the importance of maintaining musculoskeletal health when using gadgets. With a visual approach that is communicative and relevant to digital lifestyle, this media has the potential to help form more ergonomic posture habits from a young age.

Keywords: motion graphic, musculoskeletal health, posture, gadget use, Generation Z.

FOREWORD

All thanks to the author to the presence of God Almighty who has given His grace and gifts so that the author can complete the final project report of the design with the title "Motion Graphic Design for Musculoskeletal Health Education Due to the Use of Gadgets for Generation Z". The writing of the final project report of this design was prepared to fulfill the course assignments at the "Veteran" National Development University of East Java.

The completion of this final project report is certainly inseparable from the support, assistance, guidance, and prayers from various parties. Therefore, the author would like to express his deepest gratitude to the honorable:

1. God Almighty, for all the graces, gifts, and facilities that have been given to the author during the process of preparing this final project report of this design.
2. The author's beloved parents, who continuously provided prayers, love, sacrifices, support, motivation, as well as sincere moral and material assistance, which became the author's greatest strength in completing this work.
3. The author would like to express heartfelt gratitude to Rizky Handayani, the author's sibling, who has always been present in providing support, sacrifices, care, and both moral and material assistance, including lending valuable facilities throughout the process of completing this work.
4. Mrs. Diana Aqidatun Nisa, S.T., M.Ds., as supervisor, I have provided direction, guidance, input, and support so that the author can complete the final project report of this design well.
5. Mr. Dr. Aris Sutejo, S.Sn, M.Sn. as a Supervisor II lecturer who has provided guidance, suggestions, and motivation to the author during the process of preparing this final project design report.
6. The Coordinator of the Visual Communication Design Study Program of the National Development University "Veteran" East Java who has provided support and facilities in the process of implementing this final design project.
7. All lecturers of the Visual Communication Design Study Program of the National Development University "Veteran" East Java who have provided knowledge, experience, and insight during the lecture period.
8. Resource persons who have been willing to provide information, data, and insights needed in this research and design process.

9. The Generation Z respondents who have taken the time to assist the author in the process of collecting the data required in this final project of design.
10. Comrades in law who have provided encouragement, help, motivation, and support during the process of preparing this final project report on the design.
11. All parties that the author cannot mention one by one, who have helped and supported the author in completing this report.

To all these parties, the author cannot give a proper reply other than gratitude and prayers. May God Almighty repay all the kindness, help, and support that has been given to the author.

The author realizes that this final project report still has shortcomings, both in terms of content, preparation, and writing. Therefore, the author expects constructive criticism and suggestions for the improvement of this report. The author hopes that this final project report can provide benefits for readers and become a reference in the development of health education media, especially regarding musculoskeletal health due to the use of gadgets in Generation Z.

Surabaya, April 30, 2026

A handwritten signature in black ink, appearing to read 'Fatmawati', with a large, sweeping flourish underneath.

Fatmawati

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