

FINAL PROJECT

EDUCATIONAL MOTION GRAPHIC FOR PARENTS ABOUT THE IMPACT OF GADGET ADDICTION ON CHILDREN AGED 7-9 YEARS

To fulfill the requirements for completing the Final Project (Strata-1)



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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
VETERAN NATIONAL DEVELOPMENT UNIVERSITY OF EAST JAWA
2025/2026**

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APPROVAL PAGE

**EDUCATIONAL MOTION GRAPHIC FOR PARENTS ABOUT THE IMPACT OF
GADGET ADDICTION ON CHILDREN AGED 7-9 YEARS**

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On : April 23, 2026

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AGREEMENT PAGE

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STATEMENT OF FREE PLAGIARISM

I, the undersigned

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Study Program : Visual Communication Design

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I declare that in this scientific document of Final Project 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. 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, 21 May 2026

Who Made the Statement



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ABSTRACT

The development of digital technology today has brought major changes in people's lives, including in the pattern of gadget use among children. The ease of accessing entertainment and information makes children aged 7–9 years more often use digital devices in their daily activities. Uncontrolled use of gadgets has the potential to cause addiction which has an impact on physical health, emotional condition, social skills, and decreased children's focus on learning. Based on the results of questionnaires and literature studies, there are still many parents who do not fully understand the negative impact of gadget use and the importance of assistance in the use of digital technology on children.

This design aims to create motion graphic-based educational media that can increase parents' awareness and knowledge about the impact of gadget addiction on children aged 7–9 years. In addition to providing information about the dangers of excessive use of gadgets, this media is also designed to provide guidance to parents in supervising and assisting the proper use of gadgets. Motion graphics were chosen because they are able to convey messages visually and attractively so that information is easier to receive by the audience.

The method used in this design is Design Thinking which includes the stages of empathize, define, ideate, prototype, and test. Data collection was carried out through interviews, questionnaire distribution, and literature studies to find out the habits of using gadgets in children, the impact they cause, and the information needs needed by parents. The data is then analyzed as a basis for designing visual, verbal, audio, and media concepts that are in accordance with educational goals.

The final result of this design is in the form of an educational motion graphic video that combines 2D illustrations, typography, colors, audio, and narration to make the delivery of messages more communicative and easy to understand. This media contains information about the impact of gadget addiction, examples of excessive gadget use behavior, and parenting tips in building healthy digital habits in children. This motion graphic is expected to be an effective educational medium in increasing parental involvement to more actively accompany and supervise the use of gadgets in children so that a healthier and more balanced pattern of technology use is created.

Keywords: Motion graphic, educational media, gadget addiction, parents, children aged 7–9 years.

FOREWORD

All praise and gratitude to Allah SWT for His abundant grace, guidance, and gifts so that the author can complete the Final Project entitled "Educational Motion Graphic for Parents on the Impact of Gadget Addiction on Children Aged 7–9 Years" well. The preparation of this Final Project is one of the requirements to complete the Strata-1 (S1) education at the Visual Communication Design Study Program, Faculty of Architecture and Design, "Veteran" National Development University, East Java.

During the process of preparing this Final Project, the author received a lot of support, help, and guidance from various parties. Therefore, the author would like to express his gratitude to:

1. Allah SWT who has provided health, smoothness, and convenience during the process of working on the Final Project.
2. Both parents and family who always give prayers, encouragement, and support to the author.
3. Mrs. Diana Aqidatun Nisa, S.T., M.Ds. as supervisor I who has provided direction, guidance, and input during the process of preparing this report.
4. Mrs. Widyasari, S.T., M.T. as a supervisor II who has provided criticism, suggestions, and motivation to the author.
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6. Friends, close people, and all parties who have helped and provided support during the process of completing this Final Project.

The author realizes that this report is far from perfect. Therefore, the author expects constructive criticism and suggestions as material for improvement in the future. Hopefully this Final Project can provide benefits and become a useful educational medium for the community, especially for parents in understanding the impact of gadget addiction on children.

Surabaya, 16 May 2026

Author



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