PENGEMBANGAN VIDEO PEMBELAJARAN BERBASIS *MOTION GRAPHIC* PADA MATA PELAJARAN DASAR DESAIN GRAFIS UNTUK PESERTA DIDIK DI SMK PROGRAM KEAHLIAN MULTIMEDIA

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Skripsi ini Ditulis untuk Memenuhi Sebagian Persyaratan dalam Memperoleh Gelar Sarjana

PROGRAM STUDI PENDIDIKAN TEKNIK INFORMATIKA DAN KOMPUTER
FAKULTAS TEKNIK
UNIVERSITAS NEGERI JAKARTA
2019

DEVELOPMENT OF MOTION GRAPHIC-BASED LEARNING VIDEO ON BASIC GRAPHIC LESSONS FOR STUDENTS IN MULTIMEDIA EXPERTISE VOCATIONAL SCHOOL

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ABSTRACT

The development of technology and information can support the development of media in the process of learning and teaching. But based on the results of preliminary studies conducted at SMK Negeri 2 Jakarta, and SMK Negeri 51 Jakarta, Basic Graphic Design learning is still not good, due to the lack of proper and creative creativity in learning media. provided by educators. The usual media used is the presentation of PowerPoint or module, the media is too much writing without juxtaposed images or supporting animations. So that when educators explain the material, many students do not pay attention and this allows students to not be able to remember the material for the long term. Making video learning media based on motion graphics can be used to process learning activities to students about skills or competencies that are Specific. Unique animations and illustrations can attract the attention of students and can help students to understand the concept of the lesson in Basic Graphic Design subjects. This media can be displayed in the classroom using a projector or with a computer screen in the school labotarium. This motion graphic based learning video media will be developed by applying the principles of learning multimedia, namely the principle of moduleity and the principle of redundancy. In the development of this learning video, researchers will create motion-based learning viedo with animations and narratives that will explain related material and researchers will also not use images, graphics, or animations that are not related to the learning material being discussed. This product development method uses Multimedia Development Live Cycle (MDLC) because in this method there are stages of conceptualization, design, data collection, production, evaluation and distribution so that they are able to overcome real needs through developing solutions to a problem and can produce products that have high validity because has been through the process of validity testing by a team of experts and field trials. The produced products are in the form of motion graphic based learning videos which have a level of eligibility of 94.67% which is included in the excellent category.

Keywords: Learning Video, Motion Graphic, Learning Multimedia Principles, Principles of Modality, Principles of Redundancy.