ABSTRACT

DESIGN SOCIAL CAMPAIGN OF RAPID ABC METHOD FOR AUTISM EARLY DETECTION

(Case Study: Causes Of AutismandHow To Prevent Autism)

By:

DickyIrawanSaputra

51908069

Study Programme Visual Communication Design

Autism isone of development system disorders which makes kids difficult to doing some communication and social interaction. Development system disorders whichcalled autism can be carried by anyone without base on economic strata. This time the growth of autism is increase year by year. Some of expert say, that autism must be detected early by parents in order to make the growth of autism kids be better than kids who has late detection of autism.

Growth of autism has made some expert to do some research, this research is to develop a method that make autism can be detected early, this method called Rapid ABC. This method is a beginning of autismdetection, this method usedfor 9 month until 24 month kids. This method must have some socialization to parents because a lot of parents doesn't know about this method. This social campaign is seminar event that is using main media such as banner, baligho, poster as attention media and supported by another support media.

Key words : Autism, Method Rapid ABC,Seminar Event, Banner, baligho, Poster