Abstract

THE DESIGN OF DEAF SIGN LANGUAGE SOCIAL CAMPAIGN THROUGH INFOGRAPHIC VIDEO

Case Study : Deaf Sign Language

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Sign language is a kind of language that uses non-verbal communication by combining hand shape, arm and body movements, and facial expressions to express the thoughts. The unpopularity of sign language in Indonesian society, make the deaf have limitations to communicate with people in society. As the result, there are negative effects caused by the sense of alienation for the deaf.

Many people doesn't know the other benefits of studying sign language in addition to communicating with the deaf, as well as with access to learn. The desire of society to learn sign language must be grown, specifically for people who have the opportunity to interact with the deaf. Therefore, there's a design of deaf sign language social campaign through infographic video. The campaign is expected to present a creative visual strategy, and the results of this design can be a solution of the problems.

Keyword : Sign language, deaf, society desire, social campaign, infograpic video