

Creating 2D Animation for Promoting the Aesthetic Health Science Program at Suan Sunandha Rajabhat University

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Abstract

This research aims to develop promotional media using 2D animation to enhance aesthetic health science programs for high school students. By employing creative techniques to produce engaging and easily understandable content, the study seeks to capture students' interest. The research process includes needs analysis, design, and production of the media, followed by an effectiveness test with a sample group of 20 high school students. The findings indicate that the developed promotional media is interesting, communicates information clearly, and has a positive impact on students' knowledge and interest in aesthetic health science programs. This research emphasizes the importance of using digital media in promotional processes and can serve as a guideline for the effective development of educational media in the future. Results: Based on the overall satisfaction evaluation, students expressed high satisfaction in all areas, particularly in terms of understanding the content and the appropriateness of the material for the field of aesthetic health science. Overall satisfaction was rated highly, indicating that the promotional process is effective and well-received by the students.

1. Introduction

The increasing use of digital media in education has opened up new opportunities for enhancing student engagement and promoting academic programs in innovative ways. In particular, the field of Aesthetic Health Science, which combines knowledge of health, beauty, and wellness, is rapidly growing and attracting more interest from prospective students. To effectively reach and engage high school students who may be unfamiliar with the field, innovative promotional methods are essential.

This project focuses on creating a 2D animation to promote the Aesthetic Health Science program at Suan Sunandha Rajabhat University. The goal is to use visual storytelling and modern digital techniques to present the key features and benefits of the program in an accessible and engaging manner. By using animation, the project aims to simplify complex concepts, showcase the unique aspects of the program, and spark interest in this exciting field (Orathai C., 2021)

The creation of this promotional 2D animation is part of a broader effort to increase the program's visibility, attract a wider range of students, and ultimately contribute to the growth of the Aesthetic Health Science field. This introduction will outline the objectives, significance, and potential impact of using 2D animation as a tool for program promotion and recruitment.

1.1 Objective

1. Develop Promotional Media: Create and develop high-quality promotional media in the form of 2D animation to promote aesthetic health science programs.

2. Capture Interest: Utilize creative techniques and appropriate design to attract the attention of high school students.

3. Enhance Knowledge and Understanding: Foster knowledge and understanding of aesthetic health science programs through the developed media.

2. Methodology

Creating a 2D Animation is divided into 3 major steps as follows:

1. Pre-Production

1.1 Create the Direction Concept: Creating the story's course.

1.2 Mood Board: Choosing the font styles, character traits, color schemes, and emotional elements to be used.

1.3 Storyboard: Using illustrations to depict the plot and mood board, you can see how the entire story unfolds.

2. Production

2.1 Character Creation: Using the concept and mood board as a guide, characters are developed by hand-drawing them and then digitally using Adobe Illustrator.

2.2 Scene Creation: Building scenes from the concept and mood board as specified, first by hand-drawing them and then using Adobe Illustrator to create them digitally.

2.3 Animation: Utilizing Adobe After Effects to bring the characters and scenes produced in Adobe Illustrator to life.

3. Post Production

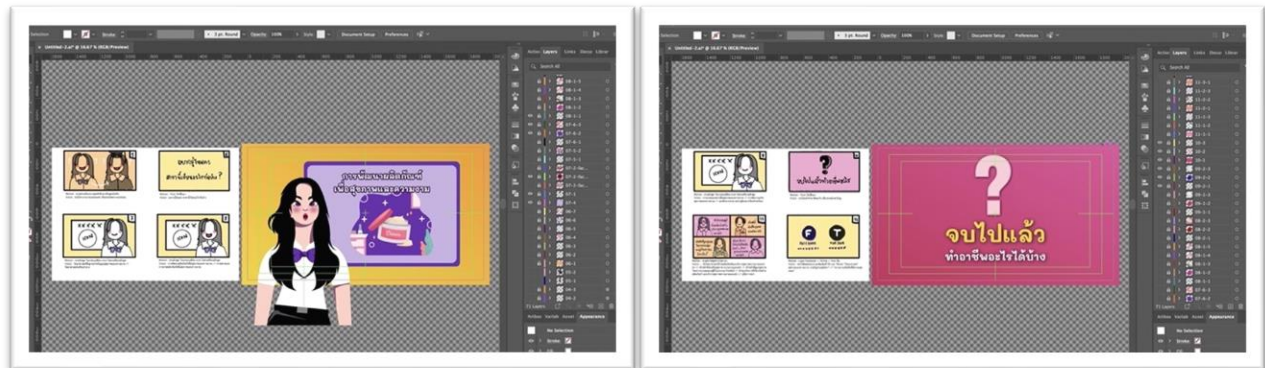
Using Adobe Premiere Pro to add sound effects and background music, and integrating all Adobe After Effects files in accordance with the storyboard layout.

assessment of the motion graphics design quality

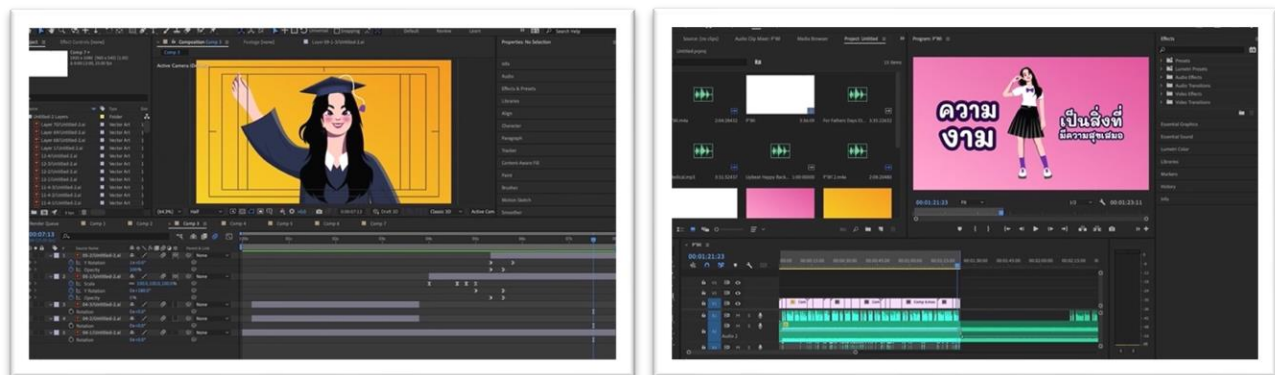
1. Create Quality Assessment: Develop a quality assessment that includes evaluations of the design and the 2D animation output.

2. Summarize Research Results: Summarize the research findings by compiling the evaluation results into a descriptive format that explains the 2D animation design process.

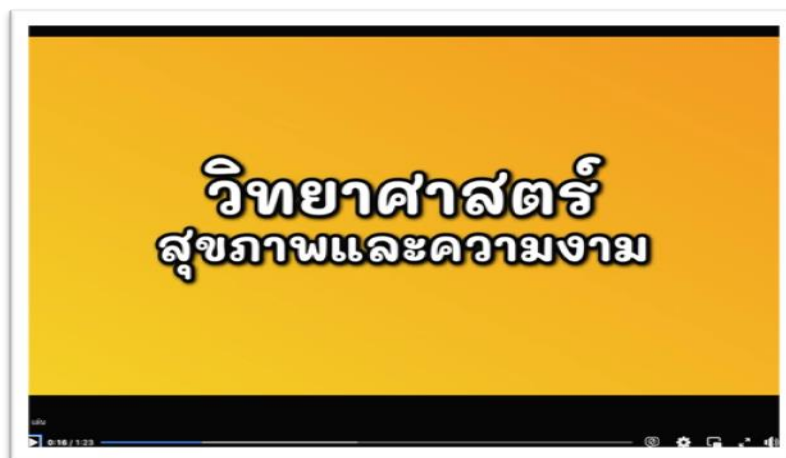
Illustrator storyboard



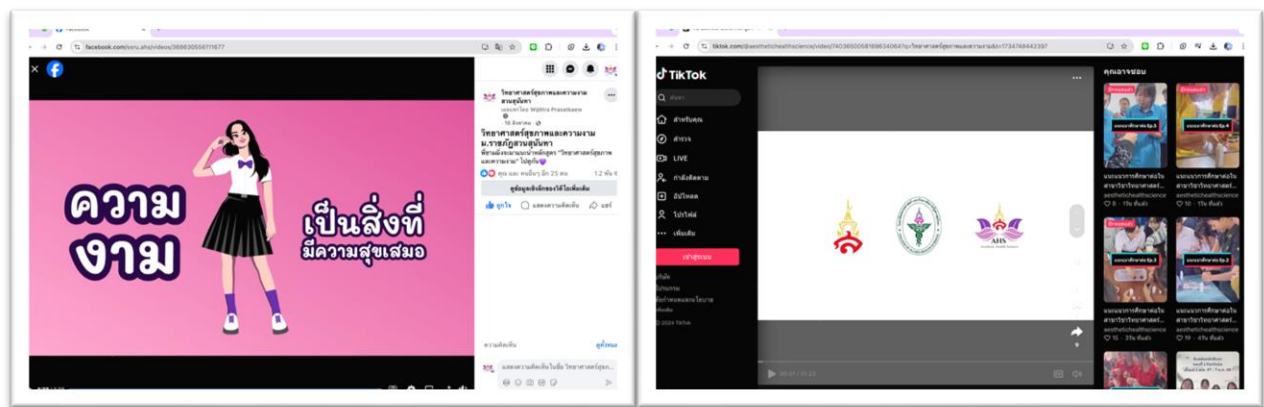
Creating a 2D Animation and Sound



Animation for Promoting the Aesthetic Health Science Program at Suan Sunandha Rajabhat University



Promotion on Facebook and TikTok



The satisfaction evaluation results:

The results of the satisfaction evaluation for the animation promoting the Aesthetic Health Science Program at Suan Sunandha Rajabhat University are

The satisfaction score criteria for each aspect, using a 1-5 scale (1 = Very Poor, 5 = Excellent)

	Evaluation Topic	Average Score
1	Understanding of the Content	4.35
2	Interest in the Presentation	4.20
3	Quality of Visuals and Audio	4.40
4	Aesthetic Appeal of the Media	4.35
5	Relevance of the Content to the Field of Aesthetic Health Science	4.20
6	Overall Satisfaction	4.25

The students expressed high satisfaction in all areas, particularly in terms of understanding the content and the appropriateness of the material for the field of Aesthetic Health Science. Overall satisfaction was rated highly, indicating that the teaching and learning process is effective and well-received by the students (Cevahir, H.,2022).

4. Conclusion

In conclusion, the creation of a 2D animation to promote the Aesthetic Health Science program at Suan Sunandha Rajabhat University has proven to be an effective tool for engaging prospective students and enhancing the visibility of the program. The animation successfully conveyed the program's key features and benefits in a visually appealing and easily understandable manner. By utilizing modern digital media, the project has contributed to the promotion of the program, reaching a wider audience and generating interest in the field of Aesthetic Health Science. Overall, the animation has proven to be an efficient and impactful promotional tool that effectively communicates the value and relevance of the program (Abdo, I. B.,2017).

5. Discussion

The development of the 2D animation aimed to promoting the Aesthetic Health Science program at Suan Sunandha Rajabhat University presented several advantages and challenges. One of the major strengths of the animation was its ability to simplify complex information related to the program, making it accessible to a wider audience, including potential students who may not be familiar with the specifics of the field. The use of engaging visuals, coupled with concise narration, effectively captured the attention of the viewers, enhancing their understanding and interest in the program (Aiyedun, T.G.,2020).

However, there were challenges in ensuring that the animation remained both informative and visually appealing. Balancing educational content with creative design required careful consideration to avoid overwhelming viewers with excessive information or overly complicated visuals (Pibool, 2021). Additionally, the animation needed to reflect the professionalism and academic nature of the program, while also conveying its modern and innovative aspects.

Despite these challenges, the final product successfully highlighted the program's strengths, such as its relevance to current trends in health and beauty sciences and its potential for career development. The animation has been well-received by stakeholders, including faculty, students, and prospective applicants, and has shown great potential for increasing the program's visibility and attracting new students.

In summary, the 2D animation project for promoting the Aesthetic Health Science program has proven to be an innovative and effective marketing tool. The combination of engaging visuals, clear messaging, and informative content made it an ideal medium for showcasing the program's unique features and benefits. Going forward, further refinement and updates could ensure that the animation continues to resonate with a broader audience and remains aligned with the evolving nature of the field.

6. Acknowledgment

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