

Animated Videos for Health Awareness Campaigns and Their Impact on Health Consciousness

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Abstract:

Following the many challenges and problems that the world has encountered due to the outbreak of the COVID-19 pandemic in 2019, which continues to have severe repercussions on health, psychological, and economic levels across all populations, the World Health Organization (WHO), governments, and health entities found it necessary to make efforts to promote health, knowledge, and cultural awareness among the public. These entities have produced numerous awareness films, which played an important role in raising public health awareness. The significance of animated health awareness became evident in the fast dissemination of information and its simplification to cater to all age groups and cultural levels, whether it was information about the virus, how it spreads, preventive measures, or how to deal with patients to prevent infection, among other relevant topics. This research focuses on the role of animated health awareness campaigns in building health and preventive awareness, emphasizing their importance from aesthetic and functional perspectives. It also looks at the principles behind designing successful health awareness campaigns that yield positive results by examining campaigns launched by global, regional, and local health and educational entities. The study analyzes the design, aesthetic, and functional aspects of these campaigns and highlights the key elements that helped capture the audience's attention and raise health awareness. The novel Coronavirus represents a global challenge to healthcare systems and people all over the world. It quickly spread, paralyzing the world in a period that was one of the most difficult times for all nations, both psychologically, health-wise, and economically. Various health authorities, led by the World Health Organization (WHO), outlined joint efforts to combat the pandemic on all scientific and preventive fronts, with one of the most important being enhancing prevention methods and protecting oneself and others. This included adhering to safety and hygiene concepts and emphasizing the role of preventive measures, which became both a challenge and a significant matter across all human cultures. As a result, numerous health awareness campaigns emerged, whether through the World Health Organization or ministries of health, or by their affiliated entities and institutions that helped spread health and knowledge awareness among individuals. With the proliferation of media outlets, social networks, and various internet applications (Facebook, YouTube, MySpace, Twitter, etc.), these platforms not only became sources of information but also allowed users to generate information and express their opinions. Many of these platforms provided groups for discussing medical topics and exchanging expertise outside of official sources, offering health and preventive information. In this sense, these platforms acted as a double-edged sword. On one hand, they serve as quick means for the easy dissemination and exchange of ideas and information, sometimes without strict restrictions. On the other hand, they can be either a positive source for spreading accurate health awareness or a negative obstacle to such awareness. For the media awareness system to be effective, we cannot ignore the crucial role that visuals—whether static or animated—play in promoting this awareness. This research highlights the role of animated health awareness graphics and visual elements in creating health and preventive awareness during pandemics. It also examines how to design awareness campaigns that cater to different age groups and speak to diverse cultural and intellectual levels, measuring their success, and discussing their aesthetic and functional importance by: Monitoring the campaigns launched by the World Health Organization and other health authorities globally, regionally, and locally. These campaigns will be analyzed from a design, aesthetic, and functional perspective, identifying the key points they relied on to attract viewers and raise health awareness. Clarifying the role and duty of artists in contributing to addressing health problems and positively influencing the dissemination of health and cultural awareness among individuals. The study will also emphasize the importance of awareness campaigns in general, especially health awareness campaigns, and strategies for planning such campaigns. Then, it will

analyze the key graphic design elements of animated videos in health awareness campaigns, showing how artists use design principles such as contrast, harmony, rhythm, and quality in producing accompanying graphics. This will be done in a creative manner that combines innovative originality with respect for the nature of the information presented and the culture of the audience, while aligning with societal ethics. This approach aims to effectively engage and attract the audience, achieving a core goal of awareness campaigns—behavioral change. For many years, social scientists have proven the importance of aesthetics in daily life and in the content we consume. High-quality aesthetic content is perceived to perform its functions better and improves the viewer's experience. Between 2019 and 2022, hundreds of animated graphic awareness pieces were produced globally, regionally, and locally about the novel Coronavirus. These combined moving graphics, shapes, and text. After reviewing numerous works, the best samples for study and analysis were selected to reach optimal results. The samples were issued by institutions affiliated with specialized entities and under the sponsorship of global or Arab health organizations. Despite the consistency in the informational content, the artistic approaches varied significantly. To evaluate the awareness campaign videos, we can analyze the artistic and aesthetic elements using the following table as a general framework for these elements. By answering these questions, we can

Results: Carefully designed and information-reliable animated illustrations are a crucial and attractive element in designing health awareness campaigns. From the analytical study, we can draw several conclusions that highlight their importance in the creation of such campaigns: **Ease of Understanding:** Animated graphics can simplify complex information, making it easier to understand for a broad audience in a simple and engaging manner. **Attention-Grabbing:** When the animation and graphic design are appealing—through balanced proportions, quality drawing, the pace and rhythm of movement, and simplicity—viewers are more likely to follow the informational content and enjoy the visual material. **Impact of Colors and Typography on Perception:** Bright colors attract attention and encourage quick responses, while darker colors can negatively affect the effectiveness of the message. Clear and legible texts play a significant role in enhancing communication. **Importance of Understanding the Target Audience:** Knowing the target audience is a critical factor in the success of awareness campaigns. The graphics and designs must meet the needs of different demographic groups. **Conveying Emotions and Messages:** Animated graphics and visual elements can powerfully convey emotions and messages. This is achieved through the inclusion of visual and motion elements, giving the campaign a human touch while enhancing emotional engagement. **Effective Communication of Preventive Measures:** Animated illustrations and graphic elements have been effective in clearly demonstrating preventive measures, such as handwashing, wearing masks, and social distancing. **Widespread Distribution and Engagement:** Short animated films can be easily shared and circulated via social media and other digital platforms, allowing them to reach a wide audience and encouraging interaction through comments, likes, and the ability to reshare the content. **Conclusion:** this research highlights the significant role of designing health awareness campaigns with a strong focus on aesthetic elements and effective communication with the target audience. Animated illustrations and graphic design are essential in conveying health messages, as they simplify complex information and capture audience attention. The use of appropriate colors and typography, along with an understanding of the cultural and social needs of the audience, enhances the effectiveness of these campaigns. Health campaigns serve as vital tools for raising public awareness and helping to change health behaviors. Therefore, designers and stakeholders should work on developing innovative and impactful strategies that leverage modern technology and social media to reach a broader audience and achieve positive effects. By following these principles, the objectives of health awareness campaigns can be successfully achieved, contributing to improved public health and increased awareness of healthy practices.

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