

ICMC 2023**The 3rd International Conference on Management and Communication****ANIMATED INFOGRAPHIC VIDEO POST ON SOCIAL-MEDIA
FOR SUSTAINABILITY AWARENESS**

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Abstract

The innovation in computer technology has created various kinds of electronic communications creating a phase of new media design emerging from diverse forms of digital media such as social platforms, online video streams, blogs, forum and much more. Thus, the expression of media able to disseminate information or entertainment that can spread from one body to another in a contagious way. The ability of infographic in utilizing shortened text, incorporate components such as icons, images, illustrations, and video with creative approach can enable the content to be distributed in various digital forms and published in the social media platform. With the launch of The National Environmental Education and Awareness strategy by the UAE's government aiming to educate youth in driving the country towards a sustainable future and increase sustainable awareness of the community, businesses, and the government sector this study designs and develops a conceptual framework that draws upon the SUCCES framework for telling information to raise awareness on energy consumption and conservation using animated infographic video posted on social media. Using the exemplar work titled Green Home Mission, the framework is illustrated to give an information in graphic and visual through keyframe analysis strategy. Finally, the effectiveness of the animated infographic video is evaluated as tools to raise sustainability awareness using online survey with 61 respondents. The result outlines the effectiveness of creative production in the development of animated infographic to raise awareness by using the SUCCES framework to design compelling content that is easy to remember and sticky.

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Keywords: Awareness, Infographic, Multimedia, New Media Design, Sustainability



1. Background Study

The innovation in computer technology has created various kinds of electronic communications that created a phase of new media design emerging from diverse forms of digital media through medium such as social platforms, online video streams, blogs, forum and much more. Thus, the expression of media able to disseminate information or entertainment that can spread from one body to another in a contagious way. The digital media content specifically in the form of video explainer that provide animated infographic combined the information or data that is displayed in a graph, diagram and statistic make the information much easier to understand. Infographic refers to an image visualization of data and ideas on complex content to be conveyed easily and understood quickly (Smiciklas, 2012). Therefore, infographic presents many advantages as platform for delivering messages that simplify scientific facts when attractive visual data is design properly in raising awareness and provide knowledge to target audience in this digital age. The ability of infographic in utilizing shortened text, incorporate components such as icons, images, illustrations, and video with creative approach can make the content to be distributed in various form of digital content and publish in social media platform. Infographic can be categorized into a format of static infographics, interactive infographic and animated infographic which presents a different contents of multimedia components (Lankow et al., 2012).

Hence, in this study animated infographic is introduced as a communication tool to spread awareness and educate university students on energy saving issue. Taking the advantage of social media platforms which are popular among students in higher learning institution and has increasingly become common in everyday life can make information for rapid sharing to target audiences in a timely manner. Organization such as governments and non-governments have used social media as a platform to spread information for raising awareness (Osatuyi, 2013; Rapada et al., 2021). Therefore, in line with the launch of The National Environmental Education and Awareness strategy by the UAE's government which aims to educate youth in driving the country towards a sustainable future and increase sustainable awareness at the level of community, businesses, and government sector. Thus, it is important in taking the call to be actively engaged and accountable for the responsibility in creating the changes. Therefore, the study aims to: 1) design and effective animated infographic to inform the energy saving context towards sustainability awareness 2) produce a contagious content for social media in communicating the energy saving context in raising public awareness and 3) evaluate the effectiveness of animated infographic through the social media post that affect behavior towards energy saving. The result of animated infographic creation is expected to help and promote sustainability awareness among students.

The digital media content specifically in the form of video explainer that provide infographic combined the information or data that is displayed in the form of text, motion and graphics with audio narration and sound. Formally, Infographic refers to an image visualization of data and ideas on complex content to be conveyed easily and understood quickly (Smiciklas, 2012). Therefore, infographic presents many advantages as platform for delivering messages that simplify scientific facts when attractive visual data is designed properly in raising awareness and provide knowledge to target audience in this digital age. According to Coates and Ellisson (2014) information that is displayed in a clear and graphical format make users excited to look at because of the engaging visual. Furthermore, Bateman et al. (2010) supports that when adequate design visuals is presented, it helps the brain to digest the information at first

exposure which then allows the content to be understood before they even read a word. Hence, the visual learning is able to benefit and offer more engaging content with a unique way to enhance understanding and learning (Lankow et al., 2012).

Infographic can be categorized into a format of static infographics, interactive infographic and animated infographic which presents a different content of multimedia components (Lankow et al., 2012). Animated infographic that applied motion graphic combine text, motion and graphics which often compliment with sound and narration (Freeman, 2016). In contrary to static infographics, animated infographic offers benefit with additional and unique content engagement to the audience. The engaging nature of animated infographic is able to enhance audience understanding and learning (Liao & Lonsdale, 2018). Through multimedia learning, which is built upon the cognitive load theory allows information to be processed across auditory and visual channels (Clark & Mayer, 2011; Mayer & Moreno, 1998) Fundamental criteria of content and organization of the visual for the multimedia content should promote appropriate use of colors, interactivity, graphic quality and pleasing aesthetic for images and illustrations. The technical design quality of new media is paramount hence, poor design presentation could leave the message less engaging and less interesting. Based on Clark's (2001) he has highlighted issues involved in the design of multimedia product that must follow the specific guidelines to ensure that content wise delivery is addressed appropriately. Thus, the ability of infographic in utilizing shortened text, incorporate components such as icons, images, illustrations, and video with creative approach can make the content to be distributed in various forms of digital content to reach the wide audience.

Previous research in design guidelines for infographic are scarce and mostly focused on presenting numerical and the use of text quantities in the information. Furthermore, little empirical study was found into how animated infographic should be designed for better comprehension and recall of information. Despite that Lonsdale et al. (2019) has collected a principles of infographic that can be used to inform the visualization of the infographic components that apply for online information for social media post. As shown in Table 1, design principles framework is described in this study to inform the design solution.

Table 1. Design Guideline for Animated Infographic (Lonsdale et al., 2021)

Criteria	Guidelines
Animated Infographic	Use easy text to read and kept to a minimum Used an ideally of two type fonts using San Serif to secure legibility Differentiate titles and body text with size, contrast, and space Color palette should be on average between 3-5 colors that relate and reflect to the subject matter and purposes Use music and narrator to aid auditory viewer Consider the fundamental of motion design principle
Online information for Social Media post	Use no more than two typefaces with different weights and sizes to inform titles and body of the content Use 75-100 characters to improve the reading speed Bold text to emphasize the important information Justified text to the left Use contrast color for text and images that are consistent and logical manner to influence user satisfaction and trust Create large area of white space to increase clarity and to avoid cluttered information

Taking the advantage of social media platforms which are popular among students in higher learning institution and has increasingly become common in everyday life can make information for rapid sharing to target audiences in a timely manner. Organization such as governments and non-governments have used social media as a platform to spread information for raising awareness (Osatuyi, 2013; Rapada et al., 2021). Therefore, in line with the launch of The National Environmental Education and Awareness strategy by the UAE's government which aims to educate youth in driving the country towards a sustainable future and increase sustainable awareness at the level of community, businesses, and government sector. Thus, it is important in taking the call to be actively engaged and accountable for the responsibility in creating the changes. According to the UAE State of Energy Report 2015 which reported that the demand of energy is expected to increase by 9 per cent annually with the rapid economic and growth of demographic. The residents use about 20-30 kilowatt-hours of electricity a day in 2013 and make the demand to reach 105 billion kilowatt hours which placed the UAE among the highest electricity consumers per capita in the world (UAE government, 2018).

2. Methodology

The study employed a mixed-method research approach that involved: a) the development of a conceptual literature-based storytelling model for video about sustainability named *Green Home Mission*, which draws upon viral marketing framework, b) the creative production of animated infographic video on energy efficiency and conservation as exemplar and c) the evaluation of animated infographic video. This study is intended to contribute towards the development of animated infographic for sustainability awareness.

2.1. Literature review

The body of literature undertook a review from viral marketing framework to extract approaches in making idea sticky to communicate about sustainability awareness through animated infographic. The framework is known as SUCCES which stands for Simple, Unexpected, Credible, Concrete, Emotion and Story that is used to make the content compelling and easy to remember.

2.2. Animated infographic video

The study involved the creative production and evaluation of a three-minute animated infographic video, called *Green Home Mission*, to give an awareness about energy efficiency and conservation <https://www.youtube.com/watch?v=TwHm6BYTS3E>. The data collected for the animated infographic were obtained through interviews with four experts from sustainability area and related media published by Sharjah Electricity, Water and Gas authority (SEWA). This serves as the basis of designing the animated infographic video and merged with viral marketing framework for the creative video outcome.

2.3. Evaluation

The evaluation of animated infographic video was conducted through online questionnaire based on the review of existing literature.

3. Results

This section explains in detail all activities involved in the creative design production during the research work:

3.1. Development of the animated infographic video

To ensure the content is compelling and easy to understand the success of viral marketing strategies lie on the SUCCES framework that made idea sticky (Heath & Heath, 2007). The SUCCES framework stands for Simple, Unexpected, Concrete, Credible, Emotion and Story. Interestingly, Berger and Milkman (2012) believe that in making the idea compelling and contagious, content must have six attributes: a) social currency: how others look when they talk about the issues this is because what people say can give a big impact on their public image, b) triggers: stimuli people to remind about something when they encounter the trigger, c) emotion: people tend to share when they care about something, d) public: increase the visibility of the idea to the public, e) practical value: make the idea useful to people and e) stories: embed the factual information into a story that people can retell and pass on the information.

Therefore, this study merged this ingredient that derived from viral marketing communication and adapted SUCCES framework for animated infographic video which deployed for the compelling content as shown in Table 2. According to Heath and Heath (2007), the content that draws upon the sticky ideas should be understandable and memorable in changing thought when it provides social currency, trigger, emotion, practical content and public visibility. Hence, viewers are more likely to share and discuss the issue when they care within their networks (Fries et al., 2020) through social media platform. Therefore, the purpose of sticky idea is crucial to make target audience engage and pay attention, understand and remember the idea, agree and believe, care and able to act on it.

Table 2. Adapted from SUCCES principles of sticky ideas (Heath & Heath, 2007)

A sticky idea able to make audience	Idea that Made to stick must be
Focus with the main issue and unconfused	Simple
Create a curiosity for engagement and pay attention	Unexpected
Understand and remember through the visual by showing and not to tell	Concrete
Agree and believe	Credible
Care	Emotion
Able to act on it	Story

3.2. Simple

Communicating a message should keep the idea focus, simple and clear as the main design principle for effective and compelling content (Picazo-Vela et al., 2013). The core idea needs to be identified and prioritize that make audience easy to understand and not confused so that they are able to discuss the implication of sustainability. As a result, when the focus idea is simple and compact it will be able to help audience learn and remember a core message. In the case of energy efficiency and conservation example, the core idea is to show how higher energy consumption give an impact to the

global environment and with the solution of change individual home habit and increase their awareness will be able to contribute towards the sustainability.

3.2.1. Unexpected

In getting audience attention, content must be able to create the surprising element and draw the curiosity to make them hold and pause to collect more information from the message (Heath & Heath, 2008). The animated infographic video, employed the surprise element to audience by revealing the impact of energy consumption that leads to serious threat to climate change, environmental pollution and human health (Chun-sheng et al., 2012). This unexpectedness, spark people's curiosity and make them want to fill in the gap between what they know and what they do not know. Thus, it can grab audience attention and make them want to collect more information by watching the video until the end.

3.2.2. Concrete

A concrete message require effective communication to ensure content is able to facilitate the audience learning (Andrews & Shimp, 2017). By using digestive details through concrete language rather than abstract and complex through how we experience things using the senses can make focus idea understandable and easy to remember. Therefore, the exemplar work in this study presented concrete visual by demonstrating daily routine that most people are not aware of how energy is consumed. The visual accompanied with text caption are likely to draw common things we usually do at home. Clark and Mayer (2011) found that when using word generated with visual are better to remember because it can retain memory because audience need time to process visual demonstration with text information.

3.2.3. Credible

Credibility elements define how to make people agree and believe about the communicated idea that focus on energy consumption and conservation to help for better environment when they are aware about the importance of sustainability. Andrews and Shimp (2017), highlighted that to make an effective communication it needs to be believable with a sense of authority or provide a support that makes audience accept the given fact. Reflecting to the exemplar work in this study, researcher presents the animated infographic from the truthful source that contributes to the trustworthiness of information (Nurse et al., 2015).

3.2.4. Emotion

The credibility elements relate to the trustworthiness of a message when it captures similar situation that shows people in the act of being themselves. In the example from this study, the animated infographic drive audience emotion on the importance of energy consumption and conservation as a result of better environment. The idea sticks when people care about it and motivate them to act. Heath and Heath (2008), highlighted that when the idea appeal to people as self-interest it can give a powerful motivation. The animated infographic employed the emotion by giving tips to reduce the electricity bills as a practical value that make individual decide based on rational self-interest.

3.2.5. Story

The story element refers to how people act through simulation or demonstration because it has motivation to make them act. The inspired power from using stories make people think how should they react in the similar situation (Heath & Heath, 2008). Mckee (2016), in his book outlined the classic storytelling typically build up from three-act structure of a beginning, middle and an end. In the exemplar work of this study, the story structure follows this approach for the animated infographic storytelling: the emphasis of energy consumption and conservation is important for better environment. Authority organization from the government sector aims to reduce 30% electricity bills for the Sharjah emirates. Practical tips were drawn using animated infographic to educate the people with similar situation during daily life routine to help them relate and know how to act. Therefore, to have a better environment, people need to act starting from the individual act at home and be more responsible.

3.3. Animated infographic video

Table 3 summarized the approach used for the animated infographic video which applied the principles adapted from SUCCES framework. To ensure the video planning covers SUCCES element critically, the study properly describes keyframe analysis in the video making techniques to communicate each of the shot purposes. Herbert (2016) mentioned that conducting keyframe analysis is one of the useful techniques to give an insight and understand the video production process. Table 3 summarized the key frame analysis used in merging the context of energy consumption and conservation with the SUCCES framework to produce the animated infographic video.

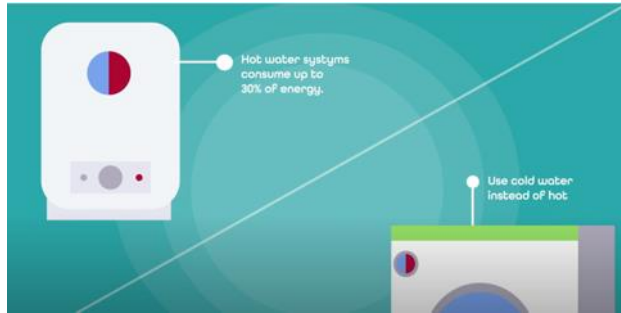
Table 3. The SUCCES framework applied to the Animated Infographic Video

SUCCES Framework	Energy Consumption and Conservation Context
Simple	Core idea: Higher energy consumption impact the global environment. Solution: change individual home habit to increase their awareness
Unexpected	Revealing the impact of energy consumption that leads to serious threat to climate change, environmental pollution and human health (Chun-sheng et al., 2012).
Concrete	Provide concrete language that is vivid with digestible details to make audience understand the message rather than using abstract or complicated terms. The context used in the video demonstrate daily routine that most people are not aware of how energy is consumed thus raise awareness towards energy conservation (Heath & Heath, 2007).
Credible	The animated infographic video provides convincing details by showing the cause and effect of energy consumption and conservation (Heath & Heath, 2007).
Emotion	The clips of UAE and SEWA effort towards action in energy consumption and conservation make audience care and drive basic emotion to not wasted energy by following tips to reduce utility bills as a result of 30% reduction from actual bills (Heath & Heath, 2007).
Story	The animated infographic show people how to act by providing a situation that help audience to perform when they encounter the same situation in the physical environment. For example one of the clips shows tips how to reduce water during shower. (<i>Think Insights</i> , 2023)

Table 4 showed the keyframe analysis is a short part taken from the animated infographic of energy consumption and conservation video that illustrate how individual shots support and conform the used of SUCCES framework for making the idea easy to remember. A design guideline for the infographic were also embedded to inform the design solution (Lonsdale et al., 2021).

Table 4. Keyframe analysis of animated infographic video

Illustration	Description
	<p>Shot #1 Framework: Simple Focus to the main issue</p>
<p>Description: The shot starts with title <i>The Green Home Mission</i> to draw viewer attention on the focus idea about energy consumption and conservation. The font used are sans-serif with a contrast color for a readable on screen. The shot accompanied with motivation music background to create the mood and aid auditory viewer. Purpose: Establish the core idea and focus of the animated infographic at the beginning of video</p> 	<p>Shot #2 Framework: Unexpected and Emotion Create a curiosity for engagement and pay attention</p>
<p>Description: The shot then followed by the animation with narrator that explain the importance of sustainability awareness and UAE efforts on energy consumption and conservation by giving practical tips to reduce 30% of utility bills as the main aims and goal of Sharjah emirates. This drive audience basic emotion to not waste energy and together in supporting the authority goals towards energy conservation for better environment. Purpose: Create a curiosity to the audience that make them want to watch and pause to collect information from the video.</p> 	<p>Shot #3 Framework: Concrete Show visual to inform and make audience understand and remember</p>
<p>Description: Explanation about the tips to reduce electric bill for energy consumption and conservation used visual to inform with caption in short text with audio narrator. Purpose: Provide concrete element by showing a visual with digestible details that relates with audience daily life routine in energy consumption and conservation. .</p>	



Shot #3
 Framework: Credible, Story
 People agree and believe

Description: Provide explanation by showing usual usage of energy at home and how it gives different impact if audience change their behaviour towards sustainability. By planning the content based on the same situation of how we do in the physical environment, help to make people relate and act to perform when they encounter the same situation.

Purpose: People agree and believe when the infographic provide information that show the cause and effect of energy consumption and conservation

3.4. Evaluation

Table 5 showed that the total respondents that participate in this study consist of 61 participants with male (5, 8.2%) and female (56, 91.8%). The age of participant is 45 of them between 19-22 (73.8%), 12 participants between 23-26 (19.7%), 3 participants between 27-30 (4.9%) and only 1 participant age is between 31-34 (1.6%). About 55.7% from this research sample are from Sharjah emirates (34 respondents), compared to 13.1% are from Ajman (8 respondents), 1.6% from Umm Alquimn (1 respondents), 16.4% from Dubai (10 respondents), 9.8% from Abu Dhabi (6 respondents) and 1.6% from outside UAE (1 respondents). Meanwhile, most of the respondents get the knowledge about sustainability from school or university (29 respondents, 47.5%), social media (14 respondents, 23%), friends and family (13 respondents, 21.3) and the lowest sources are from news (2 respondents, 3.3%) and others (3 respondents, 4.9%). Therefore, the most respondents are among female with more than 50% of them are from Sharjah. However, only 23% of respondents get a knowledge about sustainability from the social media source.

Table 5. Demographic data of the respondents

Demography		Frequency (f)	Percentage (%)
Gender	Male	5	8.2
	Female	56	91.8
Age	19-22	45	73.8
	23-26	12	19.7
	27-30	3	4.9
	31-34	1	1.6
	>35	0	0
Location	Sharjah	34	55.7
	Ajman	8	13.1
	Umm Alquimn	1	1.6
	Dubai	10	16.4
	Ras Al Khaimah	0	0
	Abu Dhabi	6	9.8
	Outside UAE	1	1.6

Knowledge about sustainability	School/University	29	47.5
	Social Media	14	23
	News	2	3.3
	Friends and Family	13	21.3
	Others	3	4.9

Table 6 showed that after watching the video, respondents reported are most likely want to follow the tips in saving light and electricity to reduce 30% from their electricity bills ($M=4.54$, $SD=0.92$, $Mod=5$, $Med=5$). About This followed by respondents expressing their likely to tell someone else about the video ($M=4.49$, $SD=0.94$, $Mod=5$, $Med=5$). The third item which is showed respondents has the intention to find out more about energy efficiency and consumption ($M=4.40$, $SD=1.00$, $Mod=5$, $Med=5$). The last item reported that respondent is likely to share the video with friends on social media ($M=4.36$, $SD=1.00$, $Mod=5$, $Med=5$). However, median and mode for all item in the instruments showed respondents action after watching the animated infographic video were evaluated at the scale 5 which is highly agree. This shown that respondents in this study have a positive impact towards the sustainability awareness in the context of energy consumption and conservation.

Table 6. Respondents action after watching the video

Item	Frequency (f)					Mean	SD	Mode	Median
	1	2	3	4	5				
After watching the video, you will likely to...									
Tell someone else about this video	2	0	7	9	43	4.49	0.94	5	5
	3.3	0	11.5	14.8	70.5				
Share this video with friends on social media (e.g. Facebook)	1	2	11	7	40	4.36	1.00	5	5
	1.6	3.3	18	11.5	65.6				
Find out more about energy efficiency and consumption	2	2	5	12	40	4.40	1.00	5	5
	3.3	3.3	8.2	19.7	65.6				
Follow the tips to save light and electricity to reduce 30% of electricity bills	2	0	6	8	45	4.54	0.92	5	5
	3.3	0	9.8	13.1	73.8				

Note: 1= Very unlikely, 2=Unlikely, 3=Neutral, 4=Likely, 5=Very likely

Participants were given eleven different adjectives to describe the video with three options of disagree (1), undecided (2) or agree (3). Finding from the Table 7, showed that none of the respondents disagree and there was a very strong agreement (>80%) that the video was believable, informative, the importance of sustainability awareness, telling information in graphic, care about reducing electric usage and agree to save electricity to reduce utility bills. About 78% of the viewer found that the video is motivational and providing trusted information. Meanwhile, 77% of the viewer reported that the video is engaging and 72% found that the video raise awareness about the sustainability in the context of energy consumption and conservation.

Table 7. Description about animated infographic video

Item	Frequency (f)			Mean	SD	Mode	Median
	Percentage (%)						
If you were to describe the video, would you say the video is:	1	2	3				
Believable	0	11	50	2.81	0.38	3	3
	0	18	82				
Informative	0	8	53	2.86	0.34	3	3
	0	13.1	86.9				
Engaging	0	14	47	2.77	0.42	3	3
	0	23	77				
Motivational	0	13	48	2.78	0.41	3	3
	0	21.3	78.7				
Agree with the importance of sustainability awareness	0	9	52	2.85	0.35	3	3
	0	14.8	85.2				
Memorable	0	17	44	2.72	0.45	3	3
Raise awareness	0	27.9	72.1	2.85	0.35	3	3
Telling information in graphic (infographic)	0	9	52	2.85	0.35	3	3
	0	14.8	85.2				
Concerning/Care about reducing electric usage	0	12	49	2.80	0.40	3	3
	0	19.7	80.3				
Trusted information	0	13	48	2.78	0.41	3	3
	0	21.3	78.7				
Agree with the saving electricity to reduce bills	0	10	51	2.83	0.37	3	3
	0	16.4	83.6				

Note: 1=Disagree, 2=Neither Agree or Disagree, 3=Agree

4. Conclusion

An animated infographic video is a digital media product that is useful and impactful for information dissemination. It can attract the viewer's attention based on the storyline and the character created in the animated infographic video. Heath and Heath (2007) highlighted that the content creator must create understandable and memorable content. The impactful animated infographic video can change an individual's thoughts by providing social currency, triggering emotion, and increasing public visibility. This study discovered that the animated infographic video significantly impacts energy consumption and conservation sustainability awareness. The respondents will share the information with their network using social media platforms that can increase the number of viewers of the animated infographic video. This finding is consistent with (Fries et al., 2020), who emphasised that viewers will highly likely share the animated infographic video with their networks using social media platforms. Interestingly, this study found that 50% of the respondents are female, and out of 50% of respondents, only 23% have knowledge about sustainability that they found on social media.

This study yields exciting results that showed there was a very strong agreement (>80%) that the video was believable and informative, the importance of sustainability awareness, telling information in graphics, care about reducing electric usage and agreeing to save electricity by reducing utility bills. About 78% of the viewer found that the video is motivational and provides trusted information.

Meanwhile, 77% of the viewer reported that the video was engaging, and 72% found that the video raised awareness about sustainability in the context of energy consumption and conservation. This result demonstrated that it is vital to develop animated infographics through the lens of the SUCCESS framework. The design and storyline of the animated video must be simple so that people can understand. Using layman's language and adding unexpected elements can trigger the viewers' excitement. Heath and Heath (2007) emphasised that creating a surprising element can draw the viewers' curiosity, making them pause to collect more information from the message (Heath & Heath, 2007). However, the content created must be credible for the viewer because the information is accessible, available, and shareable on the Internet. Thus, information sharing can be done much easier and faster using social media platforms.

Social media platforms allow viewers to share the animated energy consumption and conservation sustainability infographic faster and easier. The awareness of energy consumption and conservation sustainability is vital worldwide, which requires the content creator to create an animated infographic video with concrete language. Heath and Heath (2007) argued that concrete language could help the viewers understand the information, and they can use the information in their daily activities. This study found that only 25% of the respondents understood the current information regarding energy consumption and conservation they discovered on social media. It showed that the existing animated infographic videos available on the Internet did not follow the SUCCES framework when they created the video. This study also highlighted that 78% of the viewers found that the content in the video can increase the viewer's motivation to share the video with their networks. Subsequently, the video triggers the viewer's emotions as 77% of the viewers reported that the video is engaging, and 72% of respondents agreed that the video is impactful for awareness of energy consumption and conservation sustainability awareness.

In addition, the content creator must create a story containing an actual situation that helps the viewers perform the suggested approach when encountering a similar situation. This study discovered that respondents understood the importance of energy consumption and conservation sustainability. The storyline must be clear and use examples to explain the topic to increase the viewers' understanding. This finding is consistent with Picazo-Vela et al. (2013) that the creator must ensure the story's focus is clear and the storyline is simple and straightforward, making the communication more effective and the content compelling. However, this study emphasised that the storyline must be accompanied by an attractive design, and font suitability and music background are the key elements to creating an impactful animated infographic video. These fundamental elements have benefited the content creator in producing animated infographic videos for any awareness campaigns.

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