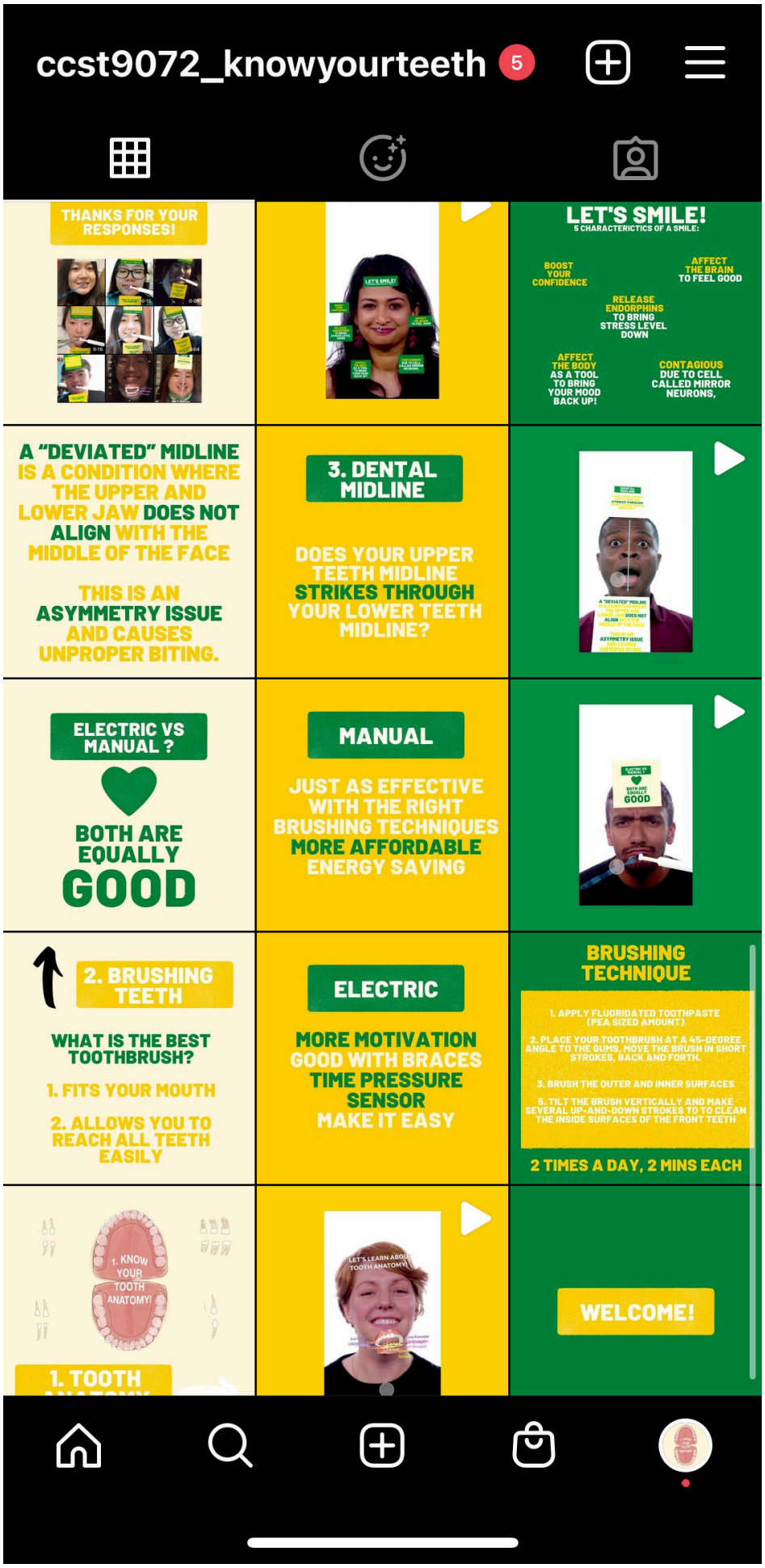
INDIVIDUAL PROJECT: SOCIAL MEDIA CAMPAIGN WITH SEELF-PRODUCED INTERACTIVE INSTAGRAM FILTERS FOR LEARNING.



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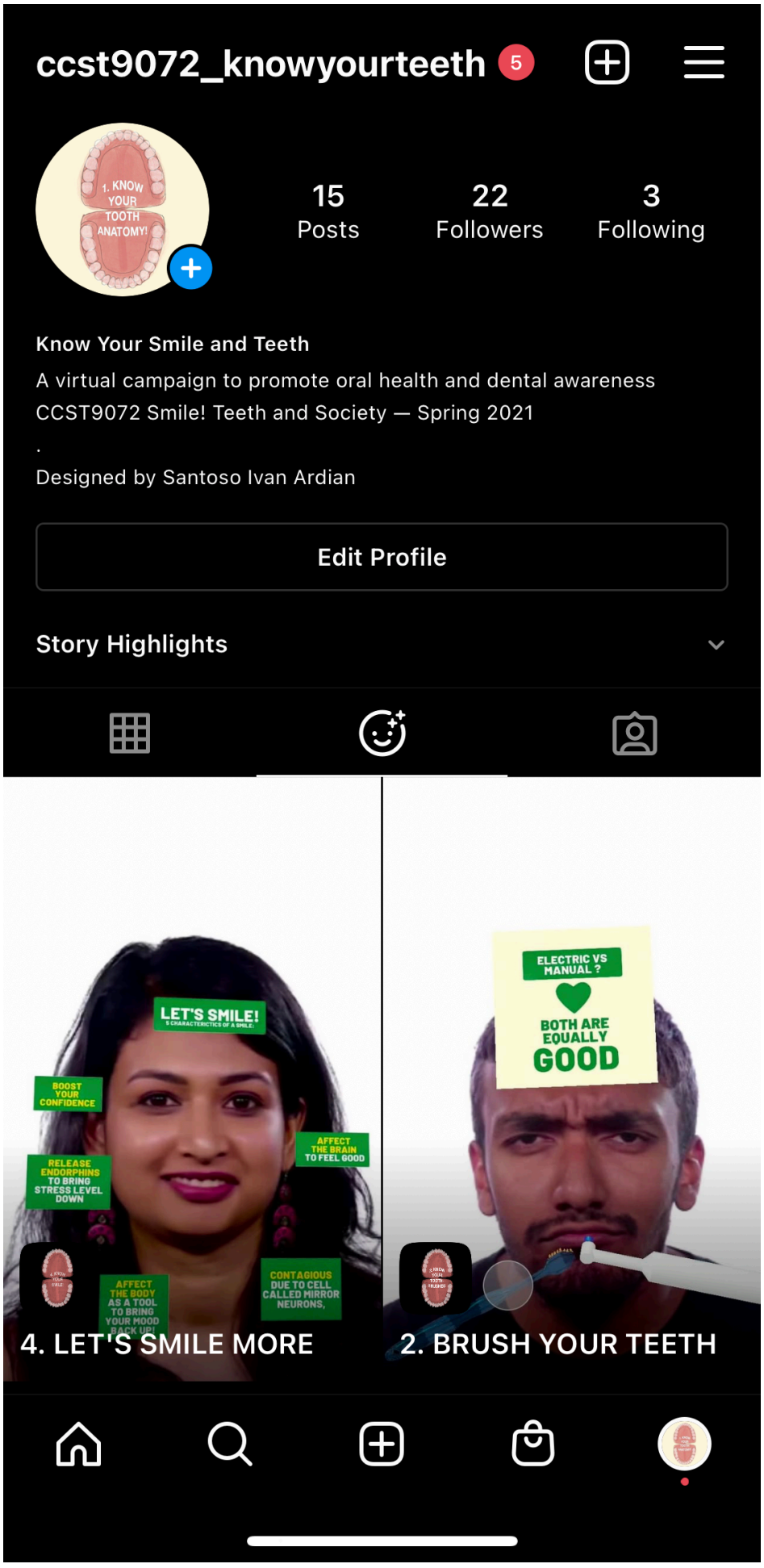


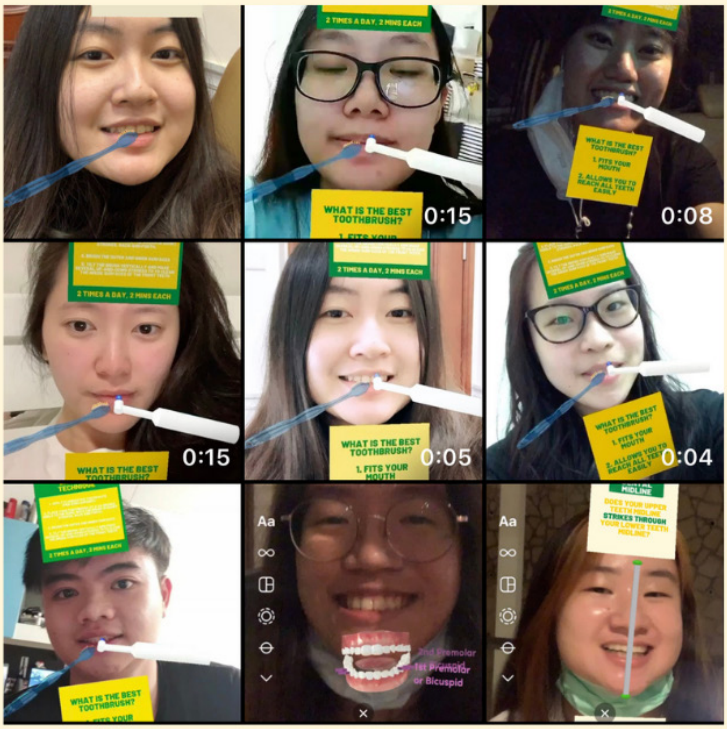
BACKGROUND

I decided to make a virtual campaign gallery on Instagram as my relfective individual work. This virtual gallery affords infographics that cover 4 oral health and dental awareness topic. (tooth anatomy, teeth brushing, dental midline, and smile)

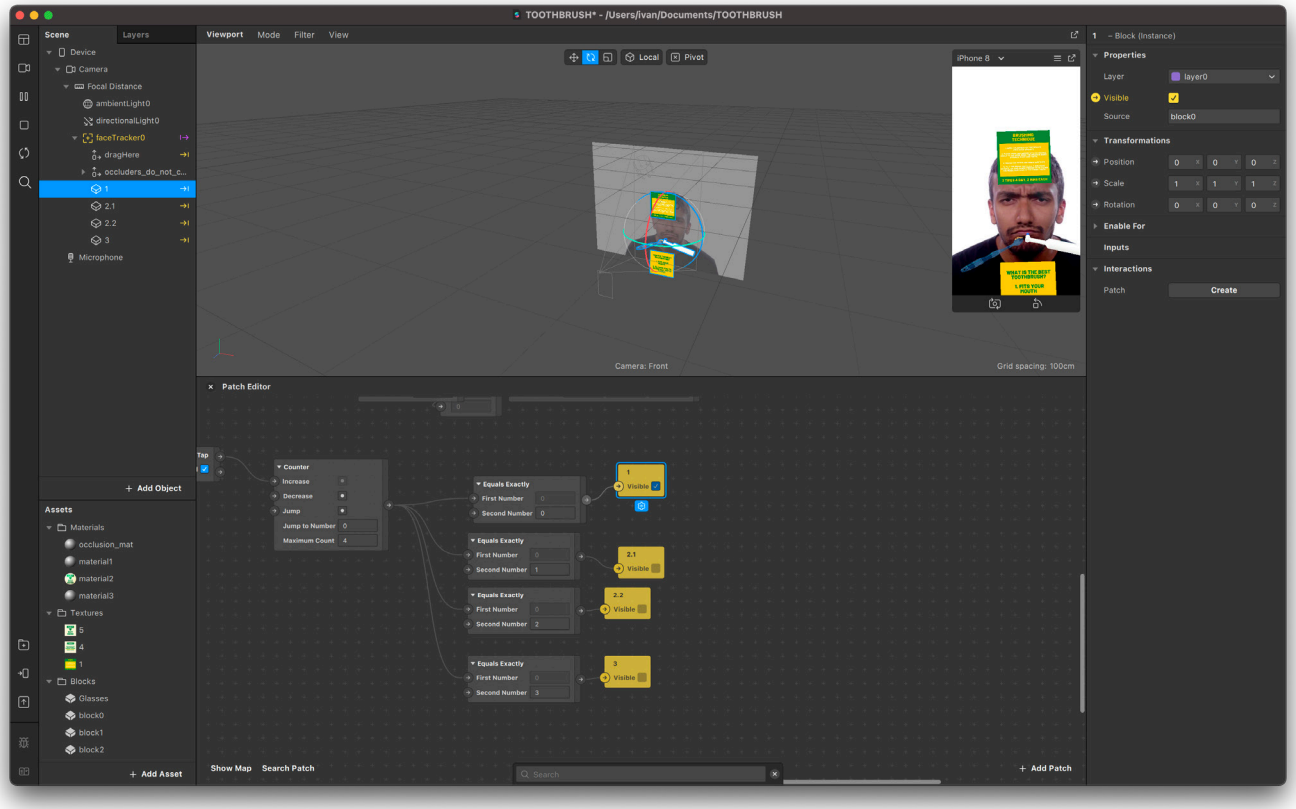
The project aims to react out to as many people as possible during the pandemic without needing physical contact to share informations about dental health. Made using fun colors and visual elements, the target user are all social media users especially kids and teenagers to know about dental health since youth to build a strong foundation of dental health.

I have managed to spread the page to cousins, parents back in Indonesia, and friends studying abroad in other countries. Instagram filters are shown to all engaged followers when shared on public stories, hence it is very easy to reach out for more public impressions and potential dental health enthusiast. The project also does not involve any physical waste.

PUBLIC RESPONSES



MAKING OF FILTER



ARCHIVAL PURPOSE:

YouTube Link to a compilation video of public responses and the 4 demo video of the Instagram filters. (Instagram needed days or even weeks to aproove a filter, so as of today, 2 filters are still pending.

https://youtu.be/lAa0AYG0JQQ