Visualizing Symptoms of Mental Health through Public Service Announcement Animation

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Public service announcements are designed to create awareness around the community regarding issues that are concerning and alarming. In Malaysia, the use of Public Service Announcement (PSA) have become a part of an urban vernacular from moving billboards to distributing flyers to broadcasting on television and social media. Even though mental health issues such as Obsessive Compulsive Disorder (OCD) has not reached critical level in Malaysia, it is important for us to highlight this matter in the early stage. It is common to see the topics on Public Service Announcements (PSA) circulating in Malaysia are relatively similar from environmental issues to portraying mannerism and educating a proper lifestyle. However, mental health issues are in need of special attention and enforcement from the local authorities. The methods that will be used is through reading journals, articles, newspaper, and case studies through related Public Service Announcements (PSA). With these methods, we will analyse the different types of mental health issues in Malaysia. Obsessive Compulsive Disorder (OCD) is our priority in this research area. From the findings and case studies, the execution of this paper will be transferred through a communicative strategy for public knowledge by using Public Service Announcements (PSA) to emphasize this mental health issue. Creating awareness can help to educate the society because everyone is responsible to accept the Obsessive Compulsive Disorder (OCD) as a mental health illness.

**KEYWORDS:** public service announcement; obsessive compulsive disorder; mental health awareness; animation; symptoms