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| **Student ID:** | TP035012 |
| **Intake:** | UCDF1405ICT(SE) |

**Proposal**

**Title**: *Environment and Pollution*

**Slogan**: *“Save Earth, Go Green”*

**Objective and reason**:

1. *To make all human being understand and realize the importance of keeping earth clean.*
2. *To raise public awareness about the environment.*
3. *To reduce the current pollution problem*

**Target Audience**: *This animation aimed for students, adults and also children from age of 12 to 60 years old. Because most of pollution are man-made, this animation targeted public with bad habit which lead to current pollution problem.*

**Message**: *Pollute the environment is same like commit murder on all living beings no matter on skies, seas or lands. Keeping Earth clean is not easy, but destroying it is as easy as ABC. You can reduce the pollution by practicing 3R (Reduce, Reuse, and Recycle) in daily lifestyle, stop release harmful substances anywhere. Be a role model of younger generation, by implementing good behaviour in daily lifestyle. Saving the environment should be practiced when we’re small, it still not late to teach and guide the younger generation.*

**Conclusion**: *There is only one Earth, protect it before it’s too late.*