

## ABSTRACT

**Hafidz, Muchammad. 2017. *Director of Photography Short Film Kisah yang Tak Terbaca. Final Assignment. Communication Design and Visual Study Program. Faculty of Creative Industry Telkom University.***

*The design of this fiction movie is creating by the background of low rate reading book interest on children around seven to eleven yeas old. The low inner motivation of the children reading a book, it cause reading not the main needs. Children need a model for their example to give a self-awerness. Film as a mass communication media to convey a message to many people that one of many others way which is good to create a character of children rolemodel that can be watch over many people including the children itself. The design of the movie using a mix method research with case studies approche to explain the case itself. The data collection obtain by the result of observation, interview, questionnaire, and literature review. Theories used is about reading interest, film, director of photography, camera arrangement, case studies, and emotional intelligence. Creative design used to develop a concept from pra-production, production, to post production. This design produce a fiction film that can increase the reading interest of book for the children. In this final project, the writers served as a director of photography that have a role to arrange the camera by looking any aspect of visualization . The writer focusing the design to camera arrangement that pay attention to character as a rolemodel.*

*Keyword: Fiction movie, reading interest, camera arrangement*