

ABSTRACT

Sari, Nadya Rahmitha. 2017. *Production Designer of Short Film Han Matee Han Cit Gadoeh*. Final Project. Major Visual Communication Design. School of Creative Industries. Telkom University

The lack of knowledge about aneuk syahi made the youth people of Banda Aceh no longer think about the future and regeneration of aneuk syahi. Therefore, there should be a way to deliver the messages that use short film as a media. With this design, it is expected that youth people of Banda Aceh understand the importance of regenerating aneuk syahi in dance seudati. In this design, a color approach is used in mise-en-scenes that help on concepting the design. The method used is explanatory method *sekuansial eksplanatori* with quantitative methods and followed by qualitative methods to obtain data for the design. So that the future of youth people of Banda Aceh can preserve dance seudati and regeneration aneuk syahi

Keywords : Production Designer, *Aneuk syahi*, Color psychology, Short movie