

## ABSTRACT

*Pratiwi, Ditha. 2017. Designing 2D Animation Concept Art For Cavity Short Story From The Book A Man Who Splitting The Moon. Final Project. Visual Communication Design Department. School of Creative Industries. Telkom University.*

*The making of this concept art is a visualization of "Cavity" short story in the book "A Men Who Splitting the Moon" by Noviana Kusumawardhani with appealing visual in order to show the mood that suits the genre of story which is a magical imaginative, especially to adults who already have a mature thinking and loving a literature. Visualization is also a form of appreciation to Indonesia literature, especially short stories that have less popularity compared to other genres which more demand by the public. In designing the visualization of "Cavity" short story into concept art of 2D animated film, the author uses some design method of data collection, data analysis and process design also visual concept and determine the right approach to show the appropriate mood for the target audience. By designing a concept art of "Cavity" short animated it was concluded that creating a 2D animation with the genre of fantasy and adapted from a literary work must be very attentive to the form, the atmosphere and the elements of the story, so that the moral message and meaning to be conveyed may seem to the audience, especially the lovers of literary and artistic works.*

*Keywords: Literary, Short Story, Fantasy, Concept Art, 2D Animation.*