

## **DESIGNING 2D ANIMATION CHARACTER CONCEPT ART AS AN EFFORT TO RAISE SELF CONFIDENCE IN YOUNG ADULT WOMEN**

### ***ABSTRACT***

Indra, Vianja Magfira Lacinta. 2018. Designing 2D Animation Character Concept Art as an Effort to Raise Self Confidence in Young Adult Women. Final Project. Visual Communication Design Department. School of Creative Industries. Telkom University.

This concept art was made as a contribution for the body positive movement to raise self-confidence and self-love, especially for the young adult women who has had problems with their body image and their perceptions of themselves. This concept art uses the form of anthropomorphic flowers to represent the beauty and diversity of women's body. The anthropomorphic form was also used to avoid the explicit intersection with sensitive issues such as race and skin colours, which are linked to people's perceptions of beauty. In designing the character focused 2D animation concept art, the author uses a method of data collecting, data analysis, and then process it to a visual form, using art book as it's media. It is hoped that the character concept art design will inspire and boost the self-love and confidence of many people who sees it, especially the young adult women who lacks confidence.

***Keywords:*** *Body Image, Characters, Concept Art, 2D Animation.*