

ABSTRACT

Indra, Maha Sulthan Dwi. 2018. *Designing Storyboard on Panday Animation Regarding Information on Natural Ecosystem Protection of Papandayan Mountain Nature Reserve Area. Multimedia Concentration, Visual Communication Design Study Program, Faculty of Creative Industry Telkom University.*

One of nature reserve area in Indonesia is Papandayan Mountain Nature Reserve (CAGP). Although since 1924 has been designated as a nature reserve, but the protection management activities have not run well because there are still many people who do not understand the importance of the function of Nature Reserve. Therefore, it requires a medium that can provide information about the importance of Nature Reserve. Through Storyboard Design, can create 2D animation that raises the problem of the destruction of Nature Reserve, it is hoped that people can care more and keep the Nature Reserve, especially Papandayan Mountain Nature Reserve. This animation has an adventurous and fantasy genre. The design method used is qualitative in the form of interview, observation, and literature study. The theoretical basis used as a reference is the theory of animation, storyboard and developmental psychology of the child in accordance with the target audience. This animation will be duration $\pm$ 6 minutes with a target audience of children aged 6-12 years.

Keywords: CAGP, Storyboard, 2D Animation, Children.