

ABSTRACT

Nabila, Akmalia Alimah (2018). *Storyboard Design in Short Animation 2D Radio Malabar. Final Project. Major of Visual Communication Design. School of Creative Industry. Telkom University. Bandung.*

Radio Malabar is an important history of broadcasting and communication that occurred in Indonesia. Radio Malabar also was a forerunner of amateur radio in Indonesia, the first building in the world that had radio transmitters with the farthest signal that could connect two continents, Indonesia and the Netherlands, and became one of the radios that had contributed to broadcast Indonesian independence. The existence of Malabar Radio is not well known, most people know the area as a camping area and tourist attractions. The community often exchanged the location between the actual Radio Malabar building and the houses of officials during the Radio Malabar period. This phenomenon made designer lift Radio Malabar into a short 2D animation, so the community will care more and know the location of Radio Malabar building. In making this animation, designer used qualitative methods to produce storyboards that can convey the location of Radio Malabar to adolescents aged 12-14 years, used the process of literature study, interviews, and observation. According to John Hart, one of the things that must be considered in making storyboard was used staging to produce images with information that was appropriate to convey audiences. In staging, there was a selection of shot, perspective, rule of third, foreground, middleground, and background, angle camera, camera movement, and transition. Another thing that must be considered in making of storyboards was the storytelling, storybeat, and visual storytelling. From all above created a storyboard, designer used a lot of long shots to show where, used perspective one point disappears, some camera angles used high angles to get a mysterious impression, and used of many camera movements so that images was not static. This was used by designers to create a way of telling mystery adventures that were in line with the target audience, so that the goal of designing Radio Malabar's storyboard was achieved.

Keywords: *Radio Malabar, short animation 2D, storyboard, staging.*