

ABSTRACT

Hakim, Luqman Nul. (2016). Script and Storyboard Design on Interactive Motion Graphic Animation "Explore Malabar Tea" as Information Media for Teens 13-17 Years. Thesis. Visual Communication Design Prodi. Faculty of Creative Industry Telkom University. Bandung.

Tea is a prime product of West Java, as the largest tea producer in Indonesia. Generally they produced black tea and green tea. One of the producers of black tea is a tea factory in Malabar managed by PT. Perkebunan Nusantara VIII. The people of Bandung generally consuming black tea, as a companion to eat and as a drink substitute for water. Nowadays, based on Bandung society observation, with age range 13-17 years, they consuming only black tea type, indicating that society still have minimal information type of tea, and also knowledge of the benefits and flavour. This phenomenon became the reference of the author's idea to design the script and storyboard with the final result of animation interactive motion graphic entitled "Jelajah Teh Malabar". Which is hopefully can provide information and increase the interest of the people of Bandung with the age range 13-17 years to the type, benefits, and flavour of tea, especially black tea by presenting information about orthodox black tea processing and farming in Malabar. This design uses qualitative methods in collecting data ie observation, interviews, and literature study. With the script based on farming process and processing of orthodox black tea in plantations and tea factories in Malabar. While the storyboard design by visualizing the script that had previously been designed, with the of visual observations.

Keyword: Tea, Malabar, Interactive Motion Graphic Animation, Script, Storyboard.