

ABSTRACT

Rizqullah, Irfan Thariq. 2018. Designing Environment on Interactive Motion Graphic Animation "Jelajah Teh Malabar" as Media Information for Teens 13-17 Years Old. Final Task. Visual Communication Design. School of Creative Industries. Telkom University.

The environment is one of the important elements in designing a motion graphic animation. Environment also serves as a form of atmosphere and story in an animation, in addition to the environment is also a place for characters interact with supporting elements in it. In this motion graphic animation, the environment is designed to represent the true state of the Malabar tea plantation, and also to make it easier for the audience to understand the purpose of interactive motion graphic animation that informs about the processing of tea in the Malabar tea plantation. In collecting data, the author performs several stages of data collection, from observation, interview and literature study. which is the resulting data are used as the basis for the design of this environment, and can translate the theory used in a visual form that fits the audience. Environment designed in this animation decorative-form style with a colorful color selection for the audience feel happy to play it, because that i use flat-form style, color selection become a very important factor in giving dimension, atmosphere, and mood in the animation of this motion graphic. With the right composition, then the process of delivering information will be easily understood by the audience.

Keyword : Malabar, Environment, Motion Graphic, Interactive.