

ABSTRACT

Balqis, Reihan. 2018. *Character Animated Design Of Blind Disability In Making 2D Animation*. Final Project. Visual Communication Design. Faculty of Creative Industries Telkom University.

One of the big social problem in Indonesian, is a discrimination with the disability person that do by the government and society. Mostly urban society doesn't know about public facilities for blind disability which like a guiding block, loudspeakers at traffic lights, ect. Bandung is one of the big city in Indonesia which already has public facility for blind disability. But there are still many community in the city who doesn't know the rights of disability and the public facility for them, because lack of relevant information. Animation as a new media for public service advertise which can influence many people, need to be applied. Animation became a popular media favored by the teenager. Teenager is a next generation that needed information about right disability and lessons to be a tolerance and humble figure. So in the future this generation can apply the lesson. In 2D animation, the audience will see visualization a blind disability character. Animate character has a function to attract the audience with the gesture and expression of the character, it is can make the audience to recognize the character well. In this story of 2D animation, audience can get information about blind disability and how to treat them. Movement character made based on the video observation, that record daily activities of blind disability especially who study in Panti Wyata Guna Bandung.

Keyword : Teenager, Blind, Disability, Animation, Animate, Character