ABSTRACT

Ramadhan Putra, Gemilang Pratama. 2019. Designing Character as an Effort to Change the Mindset of the Body Shaming Phenomenon in Teenage Girls for Animated Films. Final Project. Visual Communication Design Department. School of Creative Industries. Telkom University.

Designing characters is focused on the body shaming phenomenon. Aim to visualize the variables that construct this phenomenon, which are obtained from the data. In designing this character, the author uses data collection methods, analysis and then visualized based on the theoretical foundation that has been attached. From this design, the author hopes that the target can change the mindset of this phenomenon, and love theirselves more.

Keywords : Character Design, Body Shaming, Animation