

ABSTRACT

DESIGNING “YEAR FIVE” 2D SHORT ANIMATION CONCEPT ART AS AN EFFORT IN INCREASING AWARENESS OF FLOOD RISK USING GENRE POST-APOCALYPTIC APPROACH

The making of concept art was created to increase understanding of the risks that can be caused by flood disasters. Describing the process of “Year Five” animation concept art, ranging from ideas, concepts and designs of the world and characters that describe the consequences of flood events by applying the post-apocalypse genre to have its own charm and characteristics. The concept art as the result of this research is gathered and displayed by using artbook as the media. On this way, it can more easily attract the interest of adolescents in fostering awareness related to the risk of flooding.

Keywords: Flood, Post-Apocalypse, Concept Art