

ABSTRACT

Yudhatama Mohamad. 2019. *Designing Character in Short 2D Animation "Fame". Final Project. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.*

In this modern era, everything all-technology, something in the form of media emerged, the media was based online (using the internet) and used by humans to communicate among fellow social beings. Our teenager, precisely among 15-18 year olds, are teenagers who are learning to build their character. Where the phenomenon that can be seen at this time is about the millennial generation called the "everything is all about updates" generation. Where the media or media container that is often used by today's young people is Instagram. Not only affects the character's personality, but also can affect his social environment. Therefore it was made, an information media that aims to provide education or appeal to especially teenagers who are already addicted to social media. The media is in the form of 2-dimensional animation, where the design of character design in the animation contains about adolescents, families, the general public, and their peer environment. The design method is done in stages, starting from the stage of data collection (observation, literature study, and interview), then digest and process with a qualitative phenomenological approach. After getting a character design that is in accordance with the high school teenage character of Bandung, it is expected that teenagers can understand that the character describes himself now.

Keywords : Social, Teenager, Z Generation, Addicted, Instagram, Instastories, 2D Animation

