ABSTRACT

The 2D animated music Video became an alternate medium in representing the message of the song into a visual. The Background design for the 2D animated music video is intended to represent the school environment, home, and surroundings in the village Cipagalo Bojongsoang District, West Java. In the collection of data, the methods used are literature study, observation, and vesanways. The method of visual data analysis through several stages is description, analysis, interpretation and assessment. The theory used for the design of the Background uses lighting theory, composition and color. It is hoped that this Background can have a direct association with the original life and children's environment of elementary school, increasing concern about the surrounding environment.

Keywords: 2D animation, Background, music Video, elementary school, Sukapura