

ABSTRACT

Chkartina, Nesia. 2019. *Designing of Enviromental Concept with Bandung City Identity for Video Game "Overgrown". Final Project, Visual Communication Design Department, Faculty of Creative Industries, Telkom University.*

The designer designed the concept that focused on the environment in the video game with the title "Overgrown" which took the identity of the city of Bandung as the main reference in the design. The design aims to improve the insight into the design of the visual environment using regions in Indonesia and is expected to be an attraction that is not inferior to other visual environments that come from abroad. Visual studies are carried out by using two information gathering techniques, namely direct observation in Bandung, as well as literature studies related to Bandung city identity. For the theory of the creation of the concept of environment used theory-based books namely "Fundamentals of Game Design" by Adam Ernest, "Drawing Basics" and "Video Game Art" by Chris Solarski, and "Becoming Video Game Artist" by John Pearl. In addition, as a guide in the creative process, literature studies related to nature and natural damage in urban areas, especially in Bandung, and analysis of three similar works, namely concept art books from video games "The Last of Us", "Nier; Automata", and animation "Nausicaa The Valley of The Wind". Data that has been obtained is processed through data analysis with Qualitative Methods and made comparisons using Matrix Analysis Methods. It is expected that with the results of the design of the concept of the video game environment it can be one example of an interesting one that brings elements of locality with current concepts. So that it can trigger other designers to use the visual form that is owned by the environment in Indonesia.

Keywords: Environment Video Game, Bandung City Identity, Nature Domination