

ABSTRACT

DESIGNING CONCEPT ART ENVIRONMENT FOR ANIMATION “ KSATRIA NUSANTARA EPISODE: THE EVIL PLAN OF MARGAZULLI”

The design of Concept Art is an attempt to describe the environment for the Ksatria Nusantara animation Episode: The Evil Plan of Margazulli by applying the City of Bandung as a background. By applying the ASIK concept (Asri, Indah, Katineung). Forming visuals using these concepts can make the Margazulli Evil Plan Episode animation more interesting. In designing the required observation data about the City of Bandung to facilitate the portrayal of the City of Bandung, and supported by interview data to find out how the depiction according to the people of Bandung are Asri, Beautiful, Katineung. With this design, the nuances of Asri, Indah, and Katineung can be formed. The results of the design in the form of illustrations, assets, and properties, thumbnails, sketches are collected and displayed in the artbook media. That way the art environment of Ksatria Nusantara animation Episode: The Evil Plan of Margazulli can attract attention, especially elementary school students, so they are interested in seeing the concept art environment created for the animation.

Keyword: Concept Art, Environment, City of Bandung, Beautiful, Picturesque, Memories